The Coin Machine Review

AUGUST, 1940

MODERNIZE YOUR PAID-FOR PHONOGRAPHS WITH

"HEADS-UP-SELECTOR!"

PRODUCT NO.1

MODEL NO. 616 FOR 16 RECORD AUTOMATIC PHONOS

NOW IT'S YOUR TURN TO MAKE PROFITS

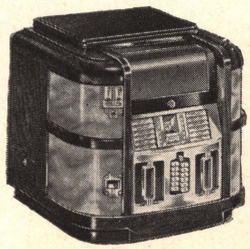
Music operators have a right to expect good profits from their phonographs for several years after they are paid for. Some operators have found that competition from new models is cutting down their collections and taking their good locations. They are faced with a tough problem. HERE IS THE ANSWER: the HEADS-UP-SELECTOR can be attached to a 16 record automatic phonograph in a few minutes—right on location. Put in two screws, connect one wire and the job is done. Your instruments are modern. They have the brilliant lighting, the touch of color and the ease of selection that will hold a location. HEADS-UP-SELECTORS become a permanent part of the instrument—not just an attachment. Actual tests on locations have proved that HEADS-UP-SELECTORS will definitely step up collections. This is the one item that cuts unnecessary replacement expense and lets music operators cash in on their investment in phonographs. The price is low. The returns are good. ACT NOW! TODAY! Order HEADS-UP-SELECTOR Model 616 for all your 16 record phonos. They fit both Model 616 and 716.

PACKARD MANUFACTURING CORP., FORT WAYNE, IND.

HOMER E. CAPEHART - PRESIDENT

ROCK-OLA

The Magic Name in Music



The Rock-Ola Junior

Mighty midget money-maker! Only 24" wide, 21¼" deep, 22" high, the JUNIOR is opening up new profitable spots for enterprising operators the country over. Stop in at those small places you've been passing up. The JUNIOR is made to order for them . . . and the hidden profit possibilities will amaze you!

See Your Rock-Ola Distributor Today!

LOS ANGELES
JEAN MINTHORNE
2920 West Pico Boulevard
PArkway 1179

SAN FRANCISCO
REX VENDING COMPANY
759 Ellis Street

OAKLAND
GEORGE A. MILLER
128 East 14th Street

SAN DIEGO
A. J. FOX COMPANY
235 West F Street

PORTLAND
COAST AMUSEMENT COMPANY
1932 West Burnside
Broadway 1517

SEATTLE
NORTHWEST SALES
3144 Elliott Avenue
Garfield 0460

SPOKANE
STANDARD SALES COMPANY
177 South Post Street
Maine 4904

DISTRICT MANAGER
GEORGE MURDOCK
Hotel Ritz
Los Angeles California

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On the Cover:

We're overcome! Applause came from all parts of the nation after the July cover, picturing pretty Yvette Longwood trudging into the surf, reached operators. So enthusiastic were the comments that we decided to spring another picture of Yvette Longwood on the August cover. This one gives you a little better close-up. We have lots others of Yvette. Would you like to see them on future covers?

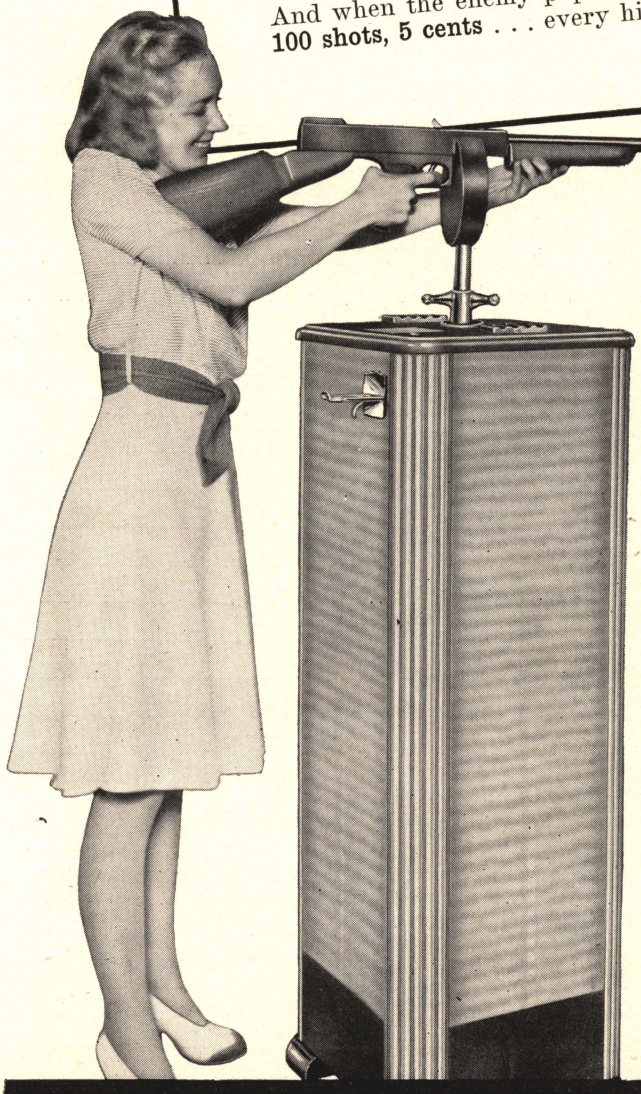
The COIN MACHINE REVIEW for August, 1940. Vol. 8, No. 2. Published monthly at 1115 Venice Blvd., Los Angeles, California. FItzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: $1.00 for 1 year or 3 years for $2.00. 25c per copy.

RAPID-FIRE

SUB-MACHINE RAY GUN

FIRES 100 SHOTS IN 15 SECONDS

Satisfy that "blaze away" urge! Pull the trigger and pour a deadly machine-gun attack into the enemy sub . . . at a rate of 100 shots in 15 seconds! Hold fire by releasing trigger, when U-boat dives out of sight. And when the enemy pops up again, give 'em another blast . . . **a total of 100 shots, 5 cents** . . . every hit automatically scored on the light-up panel!



Earns up to $5.00 an hour!

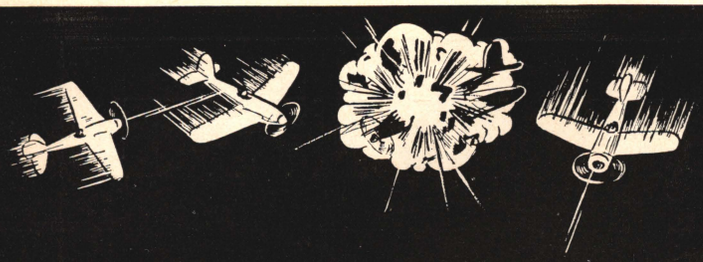
WIN THE BATTLE for bigger profits! Capture every location in your territory! You can do it with RAPID-FIRE, the legal skill-amusement game that is actually earning up to $5.00 an hour . . . and every penny profit! Tested in all types of locations —from swanky night-clubs to small neighborhood spots—RAPID-FIRE has proved the fastest money-maker ever created in the amusement class!

Gun swivels 2 ways for quick aim—adjustable to any shoulder height

Play appeal is increased by the comfort and convenience of the gun. Free from the strain of holding up a heavy rifle, player concentrates on hitting the target . . . shoots 100 shots in 15 or 20 seconds . . . and in goes another nickel!

GUN STAND 16 IN. BY 16 IN.

ORDER NOW FROM YOUR *Bally* DISTRIBUTOR

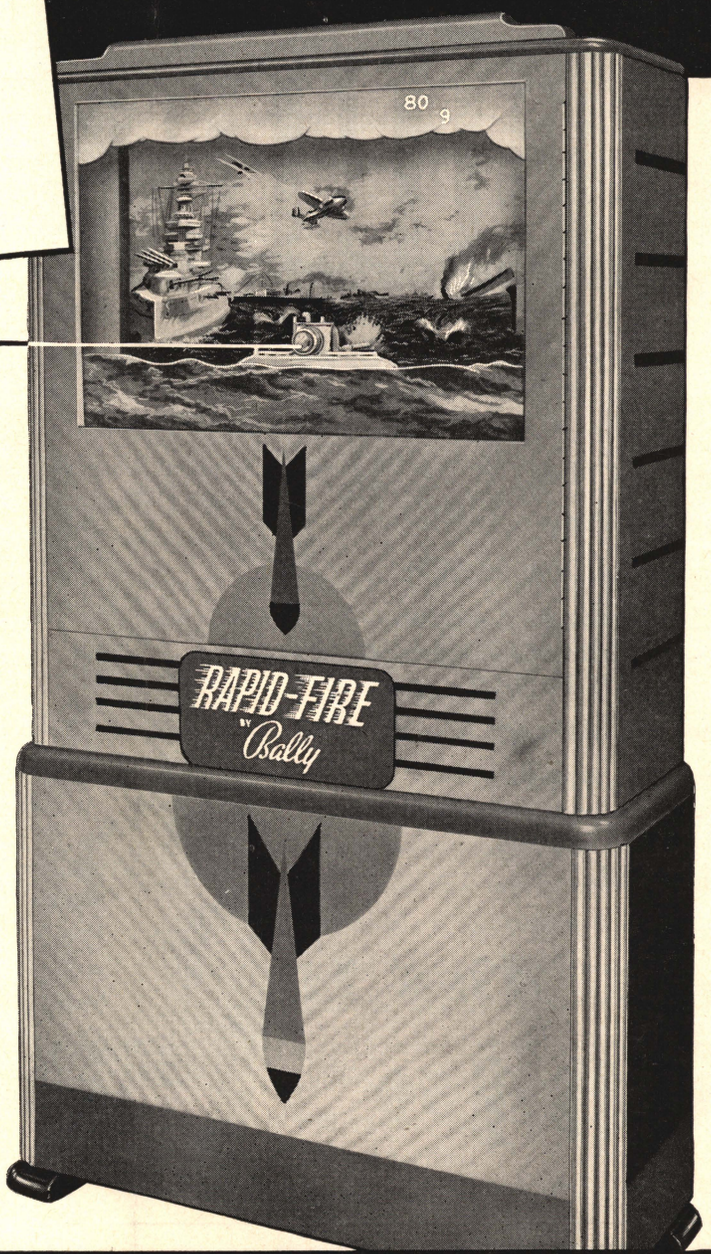


RAY-GUN SENSATION BY *Bally*

Faster Play! Faster Profits!

U-BOAT TARGET

zig-zags back and forth . . . dives out of sight at mystery intervals . . . comes up again at another point . . . the trickiest teasingest skill-challenge ever created!



3-WAY ADJUSTMENTS

insures long life on location

Average players flock to RAPID-FIRE when the Submarine sails back and forth at moderate speed. As an additional skill-challenge, operator or location can set Submarine to sail a zig-zag course. Direction and diving-action of Submarine is then "scrambled" by same type variator used on automatic pin-games . . . and plenty of sure-shooting skill is required to keep a "bead" on the ducking, dodging target. **Whether operated for straight or zig-zag sailing, speed may be adjusted over a wide range.**

Location can adjust speed and diving action without unlocking cabinet. Thus RAPID-FIRE appeals to every type of player—from the average kill-time player to the expert marksman. Repeat play is insured by the fact that players can request location to step up the pace as their skill increases. Women players in particular welcome the quick location-adjustability of RAPID-FIRE.

●

Gun is exact replica of automatic sub-machine gun . . . with a sharp staccato machine-gun bark. Submarine sails across a scene so realistic you can almost smell the smoke! Bombs burst in a blaze . . . cannons belch fire from the decks of war-ships . . . bombing planes power-dive across a battle-red sky!

41 IN. BY 15 IN., 6 FT. 6 IN. HIGH

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS

DOUBLE UP WITH

★Double ★Feature

Double in Every Way

- ★ Five Cent Play
- ★ Ten Cent Play
- ★ Plenty of Ways to Win
- ★ Double Feature Award— Awards Made In Addition to Skill Points Earned.
- ★ "Special" Award
- ★ "Extra" Award
- ★ High Score
- ★ Lights Out

Don't Miss It

$104.50

STONER CORPORATION AURORA, ILL.

COAST SHOW DATES SET

Social Events to Punctuate Expo.

LOS ANGELES—Social events of the first magnitude will punctuate the 1940 Western States Coin Machine Convention to be held at the Biltmore Hotel in Los Angeles November 18, 19 and 20th.

Highlighting the events will be the Colossal Ball and Banquet to be staged on Wednesday, November 20th, at 7 p.m. As in years past a full course dinner fit for a king and queen will precede a gala floor show and an evening of dancing. Top-flight acts from radio, stage and screen will comprise the floor show of more than an hour and in addition several surprise artists are being selected for special appearances during the course of the evening.

Also tentatively planned is a mammoth Celebrities Luncheon on Tuesday, November 19th, at which time the big wigs of the Coin Machine Industry will vie for radio time with notables in all branches of the entertainment world.

During the three days of the Convention meeting rooms will be available for organizations and associations desiring to hold private or joint meetings. The Show Committee will contact all groups prior to the opening of the Convention and arrange to take care of any meetings they desire to schedule.

The All-Year Club of Southern California talks about Western hospitality and most certainly those attending the November Convention will get a grand taste of the way Western folks do things. ◆

Collins-Washburn Form Manufacturing Set-up

LOS ANGELES — Eddie Collins and Charles Washburn, two names well known in Coin Machine Circles in the West, have joined in partnership to manufacture two new devices for operators. Name of the partnership will be Collins and Washburn and the pair have already taken a lease on a large factory building and have a sizeable crew at work on their first two products. Collins will be in charge of the manufacturing and Washburn will head up sales and distribution.

First product to be announced is the new Penni-Tone, a complete wall and bar box containing a small speaker which plays the music for the individual patron. A series of these boxes may be hooked up to any old out-dated phonograph which is installed in the back room of the establishment. Because of the individuality of the delivery it is not uncommon for several pennies to be inserted for the playing of a single selection.

Second product is a 14-foot regulation bowling machine with automatic pin setting device. First showing of this machine is now being made in the showrooms of the Washburn Company at 1511 West Pico in Los Angeles. ◆

VOCA-TELE
WIRED MUSIC
1107 NO. HIGHLAND AVE.
LOS ANGELES, CALIF.

November 18, 19, 20 Selected for 1940 Coin Convention

●

Biltmore Hotel to House Exhibits of More Than 50 Manufacturers

LOS ANGELES—November 18, 19 and 20th have been selected as the dates for the 1940 Western States Coin Machine Convention to be held this winter at the Biltmore Hotel in downtown Los Angeles.

The three days will be given over to a magnificent display of the new offerings of the Coin Machine Industry in the luxurious Galeria Room of the Biltmore. More than fifty manufacturers are expected to participate in this, the first deluxe presentation on the West Coast in the past four years.

Never in the history of this great industry has there been as much manufacturing activity in the West as at the present time. In Los Angeles County alone there are nearly half a hundred manufacturers, large and small, turning out various types of coin-operated amusement, vending and service machines for specialized operations. A good share of these manufacturers will display their products at a Show for the first time when the Western Coin Machine Convention is held in November.

The Galeria Room of the Biltmore is reputed to be the finest intimate Exhibition Hall in the entire country. The walls are beautifully done in matched woods, columns are gilt decorated and floors are beautifully carpeted. All new booth frames will be installed for the exhibitors and the Show bids fair to being one of the most beautiful ever staged at the Biltmore.

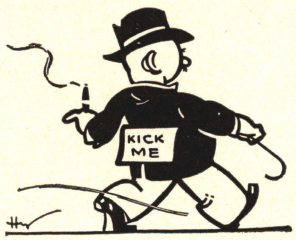
A terrific advertising and promotional campaign is now being prepared to make every operator in the United States Western Show conscious. There is every reason to believe that a sizeable number of Eastern and Middle Western Coinmen will be on hand during the three days to view the dozens of machines which are being manufactured exclusively in the West at the present time.

Formal announcements, contracts, floor plans and booth photos will be mailed to manufacturers throughout the country before the end of August.

Several civic organizations have been lined up in Los Angeles to aid in the promotion of the November Show and a list of these organizations and the help they are giving towards making the event a tremendous success will be given in the October issue of this publication.

The 1940 Show is being completely underwritten by The COIN MACHINE REVIEW.

So it's full steam ahead for a big 1940 Winter Show and Convention in Los Angeles. Western Coinmen are laying elaborate plans to entertain at least 2,000 visiting operators during the three day Exposition. ◆



Don't Be Sorry Later ! !

GET IN . . . RIGHT NOW . . . ON THE BIGGEST MONEY-MAKER OF THE YEAR—

ROLL IN THE BARREL

100% Legal!

Operators are really cleaning up with this fascinating game. Without a doubt the greatest LEGAL machine of all time! Drop in today and get started on the fastest money-maker in months.

MAC SANDERS

2837 West Pico Blvd.
LOS ANGELES, CALIFORNIA
REpublic 5161

Mohr Praises Daval American Eagle

LOS ANGELES—"It's the world's smallest Bell with free play token award and gum vendor," declared Mac Mohr, coast representative for the Daval Manufacturing Company, in commenting on the new Daval American Eagle counter game.

"The American Eagle opens a great new field for the trade," continued Mac. "Here is a machine that meets present demand. It has all the regular Bell payout combinations and what's more, pays out on them. It offers in payout a Free Play token award which acts as a mystery award by the very fact that its amount is not divulged to the player in advance. The player knows that he is getting a token, but, for just how many free plays he has no idea. The awards are for 10, 15, 25, 50 and 100 free plays.

"Operators agree with us that the Free Play Token Award is the best of all free play action on Bell machines. They tell us that with this type of award the player actually gains winners whereas with any other free play he doesn't have anything left after he plays off his winnings."

American Eagle is of unique design. Not only because it is small in size, but, because of its unusual coloring. It is designed with a white center front that stands forth dramatically. Sides are of royal blue and the etched plate features gold, red and blue, making up one of the most attractive color combinations. Great attraction is also gained from the sparkling, polished, red plastic handle. ◆

• •

"Darling girl, do you trust me?"
"Why certainly I do!"
"Then lend me a ten spot." ◆

G. V. Moves To New Offices

NEW YORK—Miss A. M. Strong who heads the G. V. Corporation, distributors for DuGrenier's Adams Gum Vendors and Adams Gum, announces the removal of their quarters to 33 West 46th Street, this city.

According to Miss Strong, "We have taken practically the entire floor at this address. This will give us room for stocking DuGrenier's Adams Gum Vendors so that we can get them to the operators so much faster. It will also allow us to keep an inventory of Adams Gums for those operators that need gum in an emergency in small lots prior to receiving their regular shipments.

"We will also have roomier showrooms where the operators can visit with us and see all the models of the DuGrenier Adams Gum Vendor which is growing more and more popular each day. In addition our offices will be better able to accommodate the larger business which we are enjoying at this time from all over the country." ◆

Snapped on a recent fishing trip in the wilds of Montana. Left to right: Mrs. Lonegran, San Francisco; A. F. McFee, largest operator of Mills Chrome Bells and other equipment in Northern Idaho; Mrs. "Briz" and "Briz" Crabtree, Mills Northwest representative. "Briz" is carrying his arm in a sling as the result of playing sparring partner for Al Hostak, the ex-middle weight champ.

Operators Hail New Bally Gun

CHICAGO — Discussing the new Bally Rapid-Fire ray-gun, Ray Moloney, president of Bally Mfg. Company, stated that the machine has created greater interest than any other Bally product since the announcement of the original Ballyhoo pin game.

"Never before in the history of Bally," Moloney stated, "have we received the volume of inquiries that we received from our first Rapid-Fire announcement. Operators, jobbers and distributors are pouring in orders, sight unseen, based entirely on the photographic reproduction — and without any price information whatsoever.

"The reaction of the entire industry is summed up in the statement of one operator who wrote: 'At last Bally has solved the operators' problem. Rapid-Fire is one-hundred per cent skill, a game people play for fun, strictly legal everywhere—yet the high-speed play insures the kind of earnings we expect only from marble games.'

"Based on orders received at the Bally Summer Show, we have already tripled our original production schedule, thus insuring quick delivery to the many operators who see in Rapid-Fire the absolute answer to the operator's prayer." ◆

Sol Gottlieb Gets Eastern Post

CHICAGO — Eastern distributors hailed with enthusiasm the appointment of Sol Gottlieb to the post of factory territorial representative for the East, say officials of D. Gottlieb and Company.

In his new capacity, Gottlieb is making direct personal contact with all distributors of the coin machine industry in the East, establishing definite policies throughout the territory and dealing with distributors. He reports a hearty welcome extended to him everywhere on his trip.

Sol was formerly in the jobbing and distributing business on the West Coast and has a host of friends in the Western States. ◆

INTERNATIONAL FORWARDING COMPANY

FOREIGN AND DOMESTIC FREIGHT FORWARDERS

Daily Consolidated Cars to
All points in California, Idaho, Nevada, Utah, Oregon and Washington
with
Specialized service on shipments of coin-operated games and phonographs.

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LOS ANGELES
●
PORTLAND
SEATTLE
●
SAN FRANCISCO
SPOKANE

Republicans Honor Homer Capehart

FORT WAYNE, IND.—Homer E. Capehart, President of Packard Manufacturing Corporation, and owner of Capehart Farms, Washington, Indiana, was greatly honored by the Republican Party with the announcement that he has been chosen as General Chairman of the Committee for the Willkie Notification Ceremony at Elwood, Indiana.

More than 300,000 people are expected to attend the notification ceremonies. It is believed that this is probably the greatest honor ever tendered to any member of the Phonograph Industry.

Homer E. Capehart has been long known as a staunch Republican. His "Capehart Cornfield Conference" attracted international attention. His work in behalf of the delegates of his state at the Philadelphia Convention this year is also well known.

His activities as one of the outstanding leaders in the Automatic Phonograph Industry are known to all. His efforts in behalf of the phonograph operators with his new product, "Heads-Up-Selector" for the 16 and 24 record phonographs has won the warm praise of music leaders.

There is much jubilation among Automatic Phonograph Machine leaders that one of the members of the trade has been chosen as General Chairman for the Willkie Notification Ceremonies. It is believed that this great honor tendered to Homer E. Capehart will reflect with good effect upon the entire industry. ◆

Future Bright, Says Moloney

CHICAGO—Discussing the outlook for the remainder of the summer and fall, Ray Moloney, president of Bally Mfg. Company stated that he expected to see unusual activity in the coin-machine industry.

"As to any 'war-scare' affecting the coin machine business," Moloney stated, "I'd like to call everyone's attention to the courage and constructive work of a distributor whose country is actually at war. I refer to Bill Fielding, Bally Canadian distributor. He visited the Bally factory recently and placed the largest order in the history of his organization. He also outlined a very ambitious expansion program, designed to increase coin-machine operations and sales in Canada.

"'Business as usual,' Fielding told us, 'is the motto of Canadian coin-men, who point out that their industry is performing essential war work in providing relaxation from strain.' Similarly, we at Bally expect a definite increase in coin machine play in the United States, as the defense program results in an increased need for simple, convenient forms of relaxation and also increased volume of money in circulation." ◆

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Los Angeles, California

Bromberg Bookkeeper Held for Embezzling $20,000 of Firm's Funds

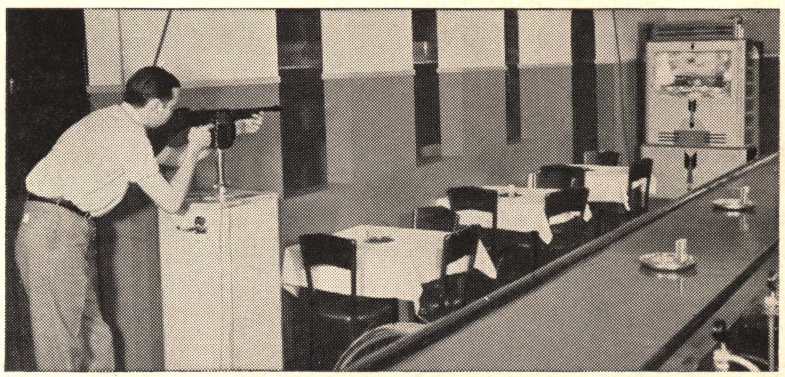
LOS ANGELES — Margaret Cole, 30, bookkeeper for the Irving Bromberg Company for the past two years, was arrested here on July 15 charged with embezzlement of more than $20,000 of the firm's finances.

Arrest was made at the offices of the Company by Detective Lieutenant Jerry Moore at which time the suspect admitted the theft.

Officials of the Bromberg organization first became suspicious the first week in July. An audit of the books was ordered with the result showing that $20,645.40 was taken from the company through manipulation of Bromberg's personal bank account and two other accounts maintained for the operating and sales divisions of the company. Questioned by detectives the suspect refused to disclose to what use she had put the money.

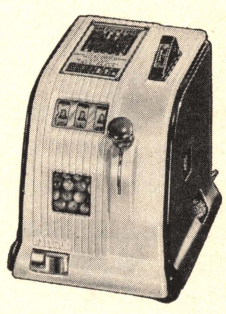
At a hearing held in the Municipal Court July 23 Miss Cole was ordered held for trial on 31 counts. Further investigations by the police disclosed that she previously served time in the Women's Federal Prison in Alderson, W. Va., for theft of $8,000.00 from a Federal Reserve Bank in that State.

Miss Cole had been prominent in coin machine jobbing circles in Los Angeles for the past seven years. Prior to her connection with the Bromberg organization she was accountant for the Sol Gottlieb Company. ◆



Bally Rapid-Fire machine gun in Chicago location. The target is a miniature submarine which 'sails' back and forth, diving 'under water' at mystery intervals. The gun is said to shoot at a rate of 100 shots in 15 seconds.

AMERICAN EAGLE



WORLD'S GREATEST MONEY-MAKER!

DAVAL, 2043 CARROLL AVE., CHICAGO

BRANCH OFFICE • MAC MOHR • 2916 W. PICO BLVD • LOS ANGELES, CAL.

ADVANCE AUTOMATIC SALES COMPANY

1021 GOLDEN GATE AVENUE SAN FRANCISCO, CALIF.

BRANCHES

- WESTERN DISTRIBUTORS, INC., 1226 S. W. 16th St., Portland, Ore.
- WESTERN DISTRIBUTORS, INC., 3126 Elliott Ave., Seattle, Wash.
- MAC SANDERS, 2837 W. Pico Blvd., Los Angeles, Calif.

OFF THE RECORD

By Paul W. Blackford

● YESSIR, it's come to pass! Following the "feeler" copy we carried in this department last month we've had concrete evidences of support, and communications from operators, jobbers and distributors, urging that we go ahead with a Winter Show in Los Angeles in November. We did . . . and the formal announcement is on page 7 of this issue.

We're quite proud of the fact that the 1940 Western States Coin Machine Convention will be held in the Los Angeles Biltmore . . . the focal point of all social activity in the downtown area. The mere fact that the hotel management has agreed to present the November 18, 19 and 20th display in the exquisite Galeria Room shows the prestige the Coin Machine Industry has gained through proper public relations in the West.

The COIN MACHINE REVIEW enters the picture only as the financial underwriter for the 1940 Show. Civic organizations in Los Angeles, and organizations in the industry, are putting their shoulders to the wheel to see that the November Convention is a terrific success.

● One of the best managed and smoothest working organizations of marble machine operators in the entire country is the Associated Operators of Los Angeles County. Under the capable direction of "Curley" Robinson this organization is head and shoulders above previous groups in the diplomatic manner in which they handle problems of all types. We have known "Curley" for some little time. We've talked to dozens of operator-members of the Association he heads and we have yet to hear anything but almost Godly praise of the work he has been doing in behalf of A. O. L. A. C.

"Curley" is continually abreast of operating activities in all parts of the territory in which his members function. The hours he puts in daily, in behalf of his operator-members, would surprise you.

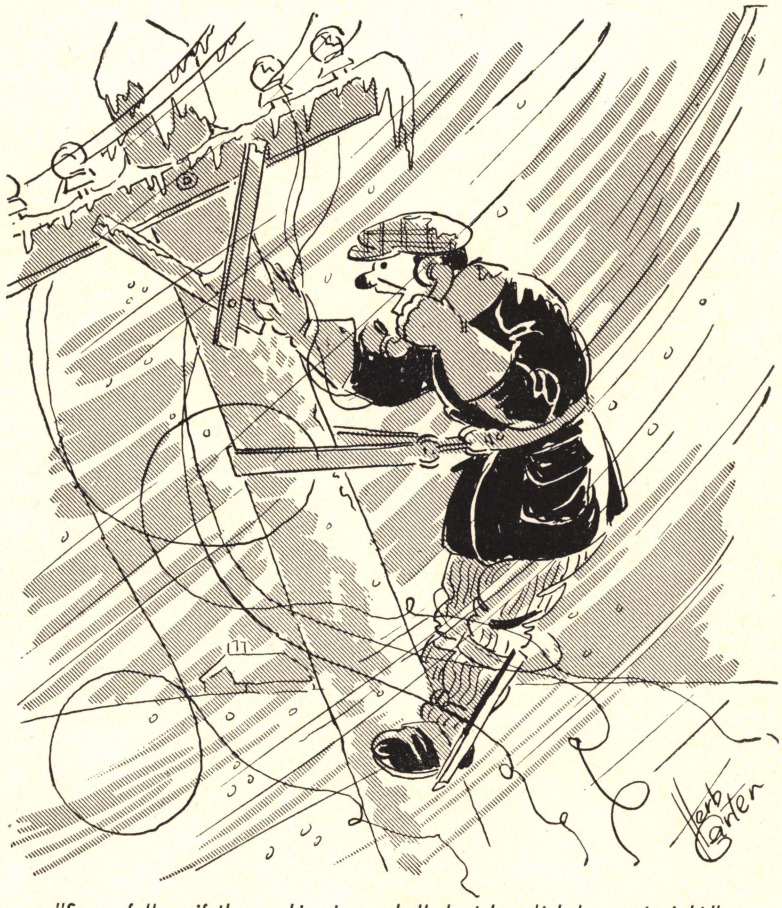
In this, the first public tribute to a worthwhile American since this department started, let's raise our glasses and drink a toast to a real scout, a real fellow and a man who has the operator's problem close to his heart . . . CURLEY ROBINSON.

● The industry continues to break into print in various parts of the country. This issue contains a very favorable story that broke in a St. Louis paper on automatic phonographs. In the August 5th issue of Time a column was devoted to a discussion of the new Wired Music. In ignorance the editors of Time termed the device a Telephonic Juke and unfortunately did not handle the story from the source of activity. The first so-called 'Telephonic Juke" (or Wired Music as everybody else knows it) originated in the West two years ago. Which means of course that the editors of Time, the learned gentlemen who pat themselves daily on the back for their journalistic accomplishments, once in a whole DO make a terrific error. Despite it all the copy was good for the industry as a whole.

It's vacation time again and following the September book we'll lock up shop at THE REVIEW and take a brief rest. This year we plan on a short jaunt by water up into the very heart of Alaska. We'll be gone a bit over two weeks and we hope to have a good yarn to spin in this department in October.

● More desirable publicity for the newest product of the coin machine industry — the moviephono—was given in the July 30th issue of the New York Mirror. Devoting almost two-thirds of a page to a photo of the new Phonovision machine the paper had this to say under the heading of "Nickel Flicker Blitz":

"The Axis knows that unless traders follow diplomats, a diplomatic victory is a hollow one . . . Hence, one far-sighted group of Yankees have been quietly planning a 'nickel flicker blitzkrieg' in South America. Here's the story: Thousands of nickel sound-movie machines will appear in South America cafes and restaurants from the Rio Grande to Cape Horn, early in the fall. . . . They will carry newsreels to South America that will impress our neighbors with the size and strength of the U. S.—an important factor at this time. ◆



"Sorry, fellow, if the machine is one ball short I can't help you tonight."
THIS MONTH'S WINNER is H. L. Oscear, Detroit, Michigan, who sent in the winning title for the above cartoon. Our check for $1.00 is being mailed. You too can win $1.00. Select a suitable title for the above cartoon and mail to Gag Editor, THE REVIEW, 1115 Venice Los Angeles. You may be next month's winner!

VOCA-TELE
WIRED MUSIC
1107 NO. HIGHLAND AVE.
LOS ANGELES, CALIF.

+ IMPORTANT NOTICE TO ALL EMPLOYERS +

NEW LAW DEMANDS THAT YOUR EMPLOYEES—full or part time — BE COVERED WITH WORKMEN'S COMPENSATION INSURANCE. Failure to do so is a misdemeanor and liable to a mandatory fine of $300.00.
INVESTIGATE TODAY BEFORE IT IS TOO LATE. Send for FREE COPY of the Law and possible savings through our plan.

Inc. 1929

Zeigler Insurance Agency, Inc.

417 South Hill St. Michigan 0961 Los Angeles, Calif.

COMMUNISM IN AMERICA

By PHILLIP SCHUYLER

No new thing to America is Communism for it was tried and found wanting as far back as 1847.

The place, Oneida, New York. The founder, John Humphrey Noyes, an idealistic Bible student. The principle, "that among true Christians 'mine is thine' should cease to exist in property matters and that the same unselfish spirit should prevail and control all human relations." It was, however, the practice of "Complex Marriage" which eventually resulted in the dissolution of the Oneida Community as a Communistic body in August, 1879.

Such a radical viewpoint as the outlook on sex and love by the Community, was bound to arouse a storm of protest, and even though their neighbors looked upon the Communists with respect and affection, the downfall of Communism was certain then even as it is now. But let's turn back the pages of history and try to get a picture of the only attempt at pure Communism ever known in America.

Noyes was born in Brattleboro, Vermont, on September 3d, 1811. His father was John Noyes, one time tutor in Dartmouth College and Representative in Congress, 1815-1817. His mother was Polly Hayes, aunt of Rutherford B. Hayes, President of the United States.

John Humphrey Noyes graduated from Dartmouth in 1830; studied law for one year when he became "converted" at a protracted revival meeting and turned to the ministry. He became a member of "The Brethren," a secret society of students preparing for foreign missionary work. Followed a year and a half at Yale and in 1833 he was licensed to preach by the New Haven Association.

His radical doctrine caused the revocation of his license and he was thereafter called a Perfectionist. He married Harriet A. Holton, a woman of means. He founded a Bible school in Putney; in 1843 he entered into a "Contract of Partnership" with his followers, which later became The Putney Corporation or Association of Perfectionists.

Things getting a bit too hot for Noyes and his followers in Putney, he accepted an invitation of Jonathan Burt and settled near Oneida, Madison County, New York, in 1847.

Here Communism (and 58 children out of wedlock) were born.

The Community at first devoted itself to fruit raising without success. Then one Sewall Newhouse invented a steel trap which met with financial success. Followed the making of steel chains and more prosperity, and, eventually, the Oneida silver plate and permanent security. It is doubtful that the idea would have been abandoned from the Communistic standpoint (for the business still lives and prospers) had it not been for the doctrine of Free Love.

The women members who joined the Community placed themselves at the service of the Community. Liberty and license were frowned upon but any man member of the Community had the right to enjoy the favors of any and all women members. He simply had to apply to a Central Committee and tell them the woman with whom he wished to spend the night. The Committee then approached the woman and arrangements were made.

Strict supervision for the birth of children was exercised, it being one of the tenets of the Community that as much care should be given to the perpetuation of the race as was given to the breeding of any stock other than human.

If a man or a woman desired a baby he, or she, would apply to the Committee. Case histories were studied in detail and the Committee had the right to reject any and all applications if the background of either of the would-be parents was not satisfactory to them. In some cases substitutions of one or the other parties were made to insure the superiority of the second generation of the Oneida Community.

That the idea was sound so far as the physical perfection of the "controlled" child-bearing was concerned, is borne out by the records which show that 58 children were born under such Community supervision, children born without the benefit of marriage. Of the 58 children 54 were fine healthy children said to be far above the average child in intelligence. Even today students of the Oneida plan are amazed, or so they say, by the health, physique and intelligence of the descendents of these children, some of whom are still carrying on the great Oneida Plate Factory. Of course, all such ideas of Free Love and Community Children was abandoned in 1879 and a more conventional way of living has followed ever since.

Noyes bitterly resented the attacks on the Community which labelled it a sink hole of sin and a place of shame. He based his belief in the plan on his interpretation of the Bible and wrote a pamphlet, Bible Communism, to expound his theory.

He said: "Our Communities are *families* as distinctly bounded and separated from promiscuous society as households of the ordinary type. The tie that binds us together is as permanent and sacred, to say the least, as that of common marriage, for it is our religion.

"We receive no new members (except by deception and mistake) who do not give heart and hand to the family interest for life and forever.

"Community of property extends just as far as freedom of love. Every man's care and every dollar of the common property are pledged to the maintenance and protection of the women and the education of the children of the Community."

Obscenity of any kind, intoxicants, profanity and tobacco were banned in the Community. Food consisted principally of vegetables and fruit. Meat, tea and coffee were served only upon certain occasions.

Certain peculiarities of dress have been noted, largely among the women. They adopted the practice of wearing short hair which it was claimed saved time and vanity. A short dress and pantalets made for convenience if not for beauty.

In 1873 Prof. John W. Mears instigated active legislative measures against the Community which culminated in a conference held at the University of Syracuse when the Oneida Community was denounced, resolutions demanding the abandonment of the plan were passed and legal measures advised.

On the 26th of August, 1879, the Oneida Community bowed to the wishes of the people of New York, and gave up the first attempt at real Communism in the United States. ◆

Police Seize Marble Game Cheater

TOLEDO, O.—William T. McShane insisted that police return the magnetic gadget he uses to make pinball machines do his bidding, but police insisted they wouldn't. There, apparently, the matter rested.

The matter reached police hands when McShane and his wife were ejected from a local restaurant where McShane was charming the little steel ball to his consistent profit. He had concealed an electromagnet in his hand, with a pair of wires running up his coat sleeve and to a battery in his hip pocket. ◆

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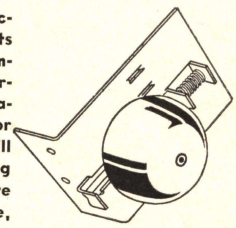
Low Priced — Sure Fire Protection. Stops thefts of cash box contents and merchandise. One machine collection or stock saved will pay for outfitting your whole route —cigarette, phono, game or candy machines. See your jobber or write



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15 Bally Alleys	39.50
Bang-A-Deers (uncrated)	49.50
1 Pokerino (6 feet)	19.50
15 Bally Bull's Eye	69.50
4 Chicken Sams	59.50

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TEN PINS **EXHIBIT BOWLING**

AT ATTRACTIVE PRICES — IMMEDIATE DELIVERY

USED FREE PLAY GAMES

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BIG LEAGUE	CADILLAC	COWBOY	FLAGSHIP	LANCER	REBOUND	TRIUMPH
BIG SIX	CHAMPION	DAVY JONES	HIGHLITE	MERRY GO ROUND	SNOOKS	UP AND UP
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COUNTER GAMES

Sensation in Receipts, Daval **AMERICAN EAGLE** **$32.50**

With Gum Vendor . . . $34.50

OUR MOTTO: NO DEAL COMPLETE UNLESS YOU ARE SATISFIED

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ROchester 1421 **2833 W. PICO STREET, LOS ANGELES, CALIF.** **CABLE: SOUTHCO**

First CMI Annual Picnic Is Terrific Hit in Chicago

CHICAGO—Over 13,000 people, representing every branch of the coin machine industry, were in attendance at the first annual picnic held at Riverview Park in Chicago on Saturday, July 20th. Everyone voted the affair a complete and solid success.

Homer E. Capehart, Fort Wayne manufacturer who has just announced his reentry into the industry, was the speaker of the day and stressed the willingness of the coin machine industry to aid in national preparedness. Capehart called attention to the fact that the coin machine business has trained more than 100,000 workers in mass production methods over the last 10 years.

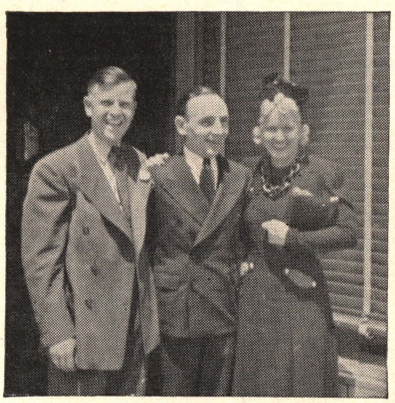
Following the talk members of the industry, in a message to the rearmament advisory board in Washington, pledged their skills to the nation's defense program.

At the conclusion of Capehart's talk the huge crowd was entertained from a stage in the center of the picnic grounds where outstanding vaudeville acts presented a lengthy performance.

The afternoon was given over to races and competitions of various kinds for large and small. Suitable prizes were awarded in each event. Refreshments were available and all rides in the grounds were at cut prices for the children of members of the industry.

Given away as gate prizes were ten high quality portable radios. Lucky winners were: Loraine Yates, of Bally; Tom Johnson, of Genco; Tom Means, of Groetchen; John La Mont, of Advance Aluminum; Joseph Cygan, of Advertising Posters; Abner Snell, of Exhibit Supply; Ed Zager, of Groetchen; Lillian Brankin, of Rock-Ola; and W. Smerlin.

Coin Machine Industries, Inc. officials expressed complete satisfaction in the first annual affair and expressed their gratitude to Herb Jones, advertising manager of Bally, who acted as chairman of the picnic committee, as well as to hundreds of others who combined to make the event such a complete success. ◆



"I'M IN THE MIDDLE," says George Jenkins, sales manager of Bally Mfg. Co., regarding photograph snapped during Jenkins' recent visit to West Coast. With him are Paul Laymon, of Paul A. Laymon Co., Los Angeles, and Mrs. Laymon.

At the CMI Picnic

1. Queen of the Picnic. Virginia M. Clarey (23 months) daughter of Thomas F. Clarey an artist in employ of Advertising Posters Co.
2. Dave Gottlieb, President C.M.I. welcomes picnicers.
3. Homer E. Capehart, Guest Speaker, tells of resources, in skilled manpower, of the coin machine industry.
4. A group enjoy basket lunch.
5. Industry leaders enjoy viands at refreshment booth. Left to right: Bill Huppert, Baker Novelty Co., Hon. James T. Igoe, Dave Gottlieb, Homer E. Capehart. Back: Jim Gilmore, Sec'y. C.M.I., Harold Baker, Leo J. Kelly.
6. All set for gun in girls race.
7. A bunch of good fellows: George Moloney and Leo Kelly of Bally Mfg. Co.; Jimmy Johnson, Western Products Co. In center, Ray T. Moloney, President Bally Mfg. Co. and Geo. Jenkins, Sales Manager.
8. The boys show speed in one of children's contests.
9. What! No South paws? Womens' nail driving contest.
10. 65,000 drinks were served at refreshment stands—here is crowd at pop counter.

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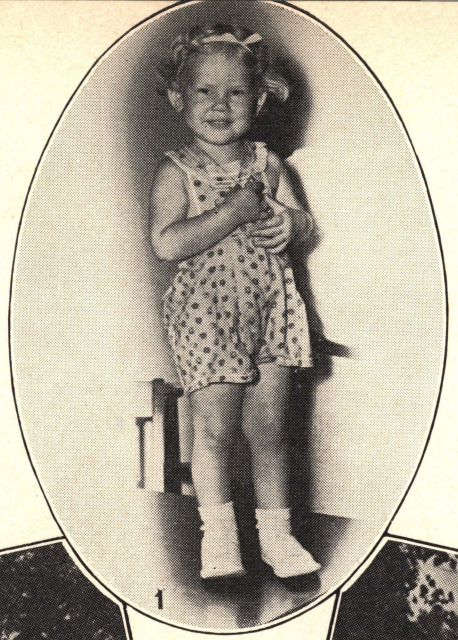
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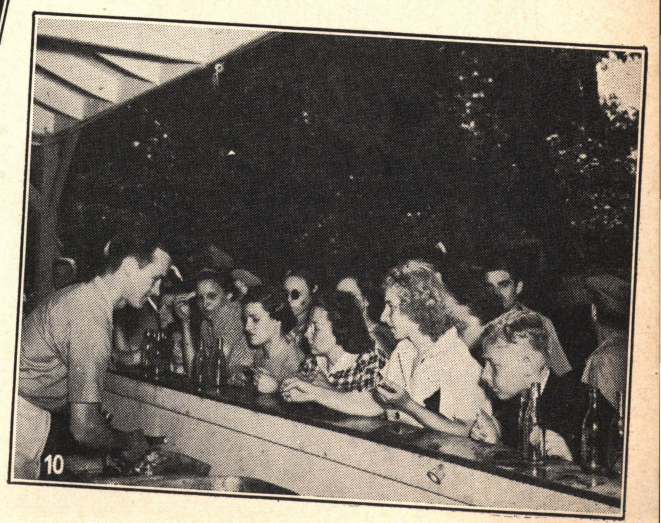
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Two "EVANS TEN STRIKES" (Late 1939) Just Like New $97.50

THREE (1939) WESTERN BASEBALL (with register).....$ 45.00 EA.
ONE GROETCHEN METAL TYPER (floor sample).....$119.50
THREE "EXHIBIT" FOOT VITALIZERS (floor samples).....$ 59.50 EA.

Rebuilt and in First Class Condition, Automatic Pay-Outs

3	Arlingtons @ $19.50	1	Rays Track (Bally) $65.00
10	Preakness @ ea. 19.50	2	Withey "Seven Grand" (new) ea. 25.00
2	Preakness (ticket) @ 22.50	5	Turf Champs (T K T) 15.00
3	Bally Rovers @ 25.00	5	Velvets @ 25.00
1	Pot Shots (Free Play) 50.00	1	Saratoga Console 39.50
6	Handicappers @ 29.50	1	Mills 1-2-3 (animalreels) 32.50
2	Pot Shots (like new) 50.00	1	Derby Day 15.00
5	Aksarben (single coin) 15.00	1	Pikes Peak 10.00
5	Western Paddles Multiples 25.00	1	Dueville 10.00
3	Gottlieb Multiple Races, ea. 25.00	1	Exhibit Chuck-A-Lette 39.50
3	Tanforans @ 29.50	1	Bally Klondyke Multiple 35.00

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New York

HEAT HITS OPS . . . BERGER TAKES VOYAGE . . . PHONOVISION GOING BIG . . . RIFLE MACHINES WIN PRAISES . . . FISHING TRIP IN NEAR DISASTER

By IRVING SHERMAN

NEW YORK (RC)—Quick, Watson, the towel! New York's torrid zone has coinmen down but not out. Spotted on routes were Tom Cola, Frank Mareno, Jack Greenberg, et al, all cigarette men who are strictly business, per se. "No time to lose," they opined, pointing out that with taxes and costs going higher, a man has to hustle these days.

Marty Berger, ye elegant sales manager, formerly with the Rowe Cigarette Service, has severed connections and for the time being has decided upon the life of O'Reilly. Marty has selected a cruise to get him away from it all. But he'll be back, boys and when he does, many is the Beau Brummel who will bite the dust!

It's getting hotter and hotter. George Seidman, attorney, initiated himself as Rowe's representative in the CMA by one of the most vigorous and compelling summations in behalf of a lower budget. Half the time we shed copious tears; the remainder of the sessions we just whined and whined. But they are hard guys in the CMA and George's motion did not carry.

Irving Sherman

Irving Wilestein, the CMA's secretary, has gone literary. One day Irv was delving into a copy of the *Daily News* and the next would you believe it, he was finding himself concentrating on *Life*. Irv has warned friends not to be surprised if he turns up with a cross word puzzle just to show what the higher altitudes will do to you if you get ambitious.

Don't blame us, but Phonovision is the talk of the town. While some ops remain skeptical, others are doing something about it and it looks like they'll be more of these machines on location.

The pin ball crowd sends raves about the rifle machines. Distributors can't supply enough. What with conscription on the horizon and sky-shooting part of the daily headlines with implications of a little practice necessary in the good old U.S.A., six and sixty are jamming the games. Here's a tip about a honey that ought to get the bees.

Who do you suppose this eagle-eyed scout spied come a week yesterday? None other than "The Babe"—yep the one and only, and fellers, the girl is still going strong.

The Federal Government has slipped in a reminder about those tax reports. Keep in mind, fellers, that while the Uncle is allowing you latitude in estimating stock on hand as of July 31st, don't go haywire and put any figure down. Deputies have the power of arbitrary appraisal and you ask some of the boys. They can be mean.

Ben Morse, Vendors Service, Brooklyn, cigarette op, is a recruit from the flickers or the movies to you and you. Says Ben: "You can put down that I think coin machine operation a great improvement over screeno. But if I really have to be quoted, tell the boys that, compared with theatre operation, the coin machine business has all the improvements of home and no Garbo in your hair where your profits ought to be."

Near disaster featured the fishing trip of three ops, who prefer to remain nameless for fear their wives will prohibit such trips in the future. Stuck on a sand bar all night, they were finally rescued by the Coast Guard. What eats these boys is that the better halves have faint suspicions that maybe the fishing trip was on the feminine side, if you get what we mean. Such troubles, I tell you!

Now that Sid Levine, the Blackstone of the music crowd, has gone and done it, the boys want to hear how Sid likes married life. As a legal brain, Sid ain't sayin' nothin', but if those wags who planted the feminine unmentionable among his effects ever desire to see what Alcatraz looks like, Sid wants 'em to look him up. Nothing like one's best for a pal!

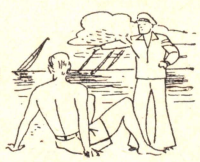
Come to think of it, now while we're on the subject of benedicts how come Artie Nack of Rowe is so silent these days Can it be that Artie, just a quiet chap, is waiting, waiting for that proverbial last word?

Mike Munves can lay claim as a clearing house for nine out of ten pinball ops. Sooner or later, everybody shows up at Mike's. The interesting part of it is that Mike never seems to have much time, yet he sees most of the ops himself and many's the machine that is peddled there each day. Mike's brother, Marc, has made Tenth Avenue and 43rd Street, the jumping off place for loads of best sellers.

Homer Capehart's re-entry into the coin machine trade brings to the attention a similar move on the part of Jim Stewart of Stewart & McGuire. You can't keep a duck from roasting and once in this business, it gets you. Incidentally, both Capehart and Stewart bring a renewed vitality to the business, interesting moneymakers and all the ops in this territory are rooting for both you boys to go to town! ◆

• •

Man is a worm of the dust. He appears on the earth for his brief moment, wiggles around awhile and then some chicken gets him. ◆



It's

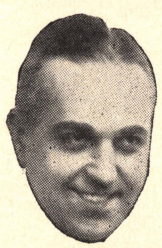
VACATION TIME

and following our regular practice the offices of the COIN MACHINE REVIEW will be closed from

Sept. 12 to 30

so that the entire staff might enjoy the same vacation period.

The REVIEW'S Gift Shop will remain open at 1115 Venice Boulevard from 9 a.m. to 5 p.m. daily.



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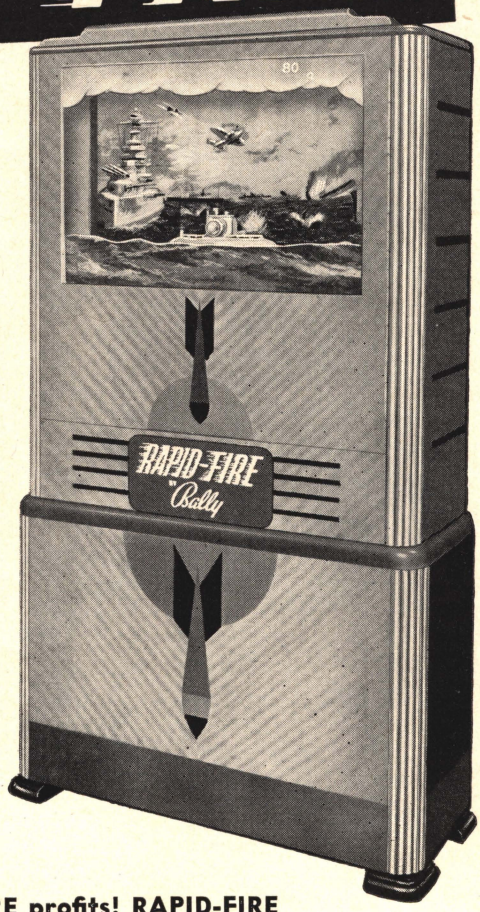

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Daval Opens Coast Branch

CHICAGO — Al S. Douglis and Dave Helfenbein of Daval, outstanding manufacturers of counter games, announced the opening of their Pacific Coast branch August 1st. These offices will be in charge of Mac Mohr at 2916 West Pico Blvd., Los Angeles, Calif.

According to Al Douglis, "Mac Mohr is one of the best known and best liked of the Pacific Coast coinmen. He has always found our counter games to be the greatest moneymakers he has ever handled. This time Mac has asked us to open a branch office in Los Angeles and we complied, because we feel that the way our Marvel and American Eagle are now getting started on the Pacific Coast we shall need a branch office where stock can be carried on hand for everyone of the Coast coinmen.

"Furthermore, Mac is tremendously enthused over location reports that he has received from operators regarding Marvel and especially American Eagle. Mac wrote us recently, 'There never has been a counter game in the history of the coinbiz on the Pacific Coast that is earning as much profit as is American Eagle. Not only is this game putting the ops back on their feet again, but, it is meeting with the complete approval of the players who tell location owners that this is what they have always wanted. American Eagle is daily being complimented by players, location owners, operators, jobbers, and distributors here as not only the greatest money making counter game of all time but that it is the most beautiful and the finest ever constructed. These compliments are not hooey. They are the absolute truth and we are willing to prove them to any skeptical operators who doubt us with a 14 day free trial guarantee —the like of which has never been offered to this industry—plus a guarantee of 50 percent of the purchase price back in 90 days. Everyone of the distribs here are more than happy to take trade-ins of any other games towards the purchase of American Eagle. They want the ops to get these machines on location for they know that this will put them all back on their feet again.'"

Mac Mohr invites all Pacific Coast coinmen to visit with him or just phone or wire him for complete details. ◆

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$ SQUOITS $

BOYS! IS IT DIFFERENT!

WATER POLO

ACTUALLY PLAYED WITH WATER

SQUOITS

SENSATIONALLY DIFFERENT
QUALIFYINGLY DIFFERENT
UNIQUELY DIFFERENT
ORIGINALLY DIFFERENT
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SUPER PROFITABLE
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San Francisco

SETTLEMENT NEAR IN TAX ISSUE . . . WIRED MUSIC OPS ORGANIZE . . . PHONO TEL TO MOVE PLANT TO L. A. . . . RUGGERIO GETS BALLY GIFT . . . KINGSTON BLESSED EVENTING SHORTLY . . . OAKLAND BUSINESS GOOD.

By RONALD PATRICK

SAN FRANCISCO — One gets to like pounding out a column for a town like Frisco. Don't know whether it's the air, the temperature or just that you meet such a gang of swell guys. Actually, it's tough to decide who to start the column with—'cause it's impossible to pick a favorite.

Thus we'll begin with an impersonal matter such as the long litigated tax situation. Looks as if there'll be settlement shortly on the basis of $1.00 per unit. However, they're still arguing on higher rates—on up to $5.00. Of particular point in this legislation is the astonishingly vague information the city's supervisors are attempting to pin their higher revenue hopes on. Main current result is that a number of major dealers and operators are holding down until the question is settled.

There has been a string of visitors a half-mile long hitting distributors and dealer's show-rooms these bright summer (vacation?) days. Think that Wolf Sales hold the record for this month. Sample of their last Tuesday hospitality trail included the footprints of such well known denizens of the northern California area as Watsonville's Jack Girdner, Ukiah's Paul McCarty, Healdsburg's Paul Speer and Frank Vitali, and the 'heads-up' Lauritson and Sons from Salinas. Wolcher, Frank Kingston and Metro Music, Mills Sales, Jack Moore, Al Armos of Golden Gate Novelty and Wallace at Viking's all had an imposing visitor list. My inference is for an active fall.

Had the pleasure of meeting Bob Spencer of the Northern California Automatic Music Merchant's Association while doing the row along Golden Gate Avenue. He showed me a sheath of signed contracts, which to me is evidence enough that all goes well. Incidentally, much credit belongs to 'Pop' Wolf for having put this organization into operation at the time when wired music was going 'haywire'. Thanks to NCAMMA, locations were saved and many headaches balmed. Feelers at the front are pretty unanimous in pronouncing the situation very nicely in hand now.

NCAMMA'S first president was the able Joe Baker of 12 years experience on the coast. He's now distributor for California, Arizona and Nevada on Wurlitzer Simplexes and Wall Boxes. He has one of the model display locations at 1157 Post St., San Francisco.

There's a thick rose colored carpet covering the entire floor. It certainly lends the right touch for setting off those super sumptious Wurlitzer machines. I'd like to make a personal comment about Joe Baker. He's a distributor that would serve well as a pattern for the industry; solid as an old oak, and with an engaging pleasantry in his manner, you know that in doing business with him you will experience a rich share of personality, pointers and profits.

Have just returned the receiver after a phone conversation with Stanley Harris of Phono-Tel. Big news is that they've decided to open a L.A. plant. Will be at corner of Jefferson and Maple Sts., over 30,000 square feet—about the size of their San Francisco building. First operations will begin about

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Spokane, Wash.

100 Elliott Ave. West
Seattle, Wash.
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Salt Lake City, Utah

104 Golden Gate Ave., San Francisco, Cal.

Say "2229" to any resident of Oakland, California, and he knows you're not talking telephone numbers. For all Oakland recognizes 2229 as the name of one of its leading entertainment spots. Like other leading spots, the 2229 Club offers its patrons Wurlitzer music. Note the Model 800 in the picture above reflected in the mirror. Look closely and you'll see another evidence that this place is on its toes, Wurlitzer Wireless Bar Boxes on the bar.

the 15th of this month. Bob Stark has been plane tripping it on a commuting basis lately. Headquarters are to remain in S.F.

Point that will possibly interest many is that SF's Phono-Tel is first in the country in the wired set up—and they're moving fast. They're just about 3,000 miles ahead of New York. Their schedule calls for East Coast operations early this fall.

I imagine a number of our readers remember how this scribe went overboard for Aquatic Amusement Games' new 'zinger', Squoits. Well, one of the big distributors has given it a looking over—and bought out all 12 samples. I hear that there'll be a gala premier showing at Mac Sander's shortly. It's as new as Hitler's next blitz. Better give it the once-over, 'cause the word is that it's the really newest thing come this year.

Just greeted the mailman. Here are a few newsy notes fresh out of their envelopes. California Simplex distributor, Joe Baker announces Wurlitzer's western states manager, Bill Bye, formerly 12 years with Wurlitzer in South Central territory. According to Joe extension of service through the very qualified experience of Bill is going to help make a lot of customers happy and mean more business and better relations all around—which is very good indeed. California Simplex has expanded their parts division to include bins now carrying 50,000 units. 'Zip' service is their motto.

Ole Live-Wire, Johnny Ruggerio is in the limelight as usual. This month he's winner of a genuine Lord Elgin wrist watch from none other than the president of Bally himself. Its gold case is handsomely inscribed "To J.A.R. our Hotpoint" from Bally. What's the A for John—action? Particularly in notice at the Jack Moore office were a lively series of Bally pennants boosting all their games. There's dozens of them and they're doing a pretty slick job of hepping up interest and biz.

Ensconced in a cabin-sized comfort chair in the balcony office, I met dynamic Leon Sarkisian. Dad, as I like to think of him, has poppaed the west coast amusement machine business for two decades now—and, for the edification of you and you and you, this has been his best year. Yes, he was looking *very* prosperous. Leon is god-awful modest, however, and there wasn't much additional I could weasel out of him. Just coming in was ace operator Irv. Goldblatt. Saw him standing in front for a bit, but guess he simply couldn't manage to stay away from those sizzling "Morcoin" machines a moment longer and busted straight in. Irv doesn't know it, but I have it pretty straight from sources not liable to get the wrong slant, that he's key factor in an operator merger deal that'll be headlines within a fortnight. Sorry Irv., but somebody'll have to tell sometime!

And while passing out the inside info. Guess who's going to be learning the diaper dance any day now? You'd never guess, and he'd be the last person to tell you. Thus, it's up to me again. Jack Kingston, front please—and make mine a Corona (a Kingston kid is worth it)! Well, Jack, we do get around. While at home with the Kingston and Metro Music set-up, I'd like to mention seeing John Ellis, Metro's star salesman. John's easily the best looking man in the business, sort of a John Boles-Jack Holt combination, but that isn't his prime virtue—personality and sales push is what makes him a standout.

George Bates of the Bates Sales Company reports biz as *definitely* satisfactory. Oakland being a payroll town, and what with shipbuilding and all the boom and bang business sending the industry curve high and handsome. Outlook is for a very nice zooming of the profit picture. Random point, yet highly indicative. Tele-music orders outpacing placements.

Saw Dick Tyrrell (formerly with Vending Machine Headquarters but now for himself in Oakland). He's tying onto a neat sales record, selling penny vendors in one division and doing a standout job for Northwestern in another. Dick signed George Yost of the Exposition Ferries System their Northwestern setup for the boats. (By the way Dick, how's Dorothy? . . . We haven't forgotten that you copped one of our best representatives, Miss Dot Petsch, spring a year ago. Top regard to both.)

Another note on Oakland is that pin route drivers have been angling to unionize. Chances are fairly slim however at present standing. They're miles apart in what they want and interest is pretty ephemeral.

The East Bay's always a big moment in this columnist's life because of calls like Mills Sales Company being on the list. You don't often see guys like Warren Taylor taking time out for a cigar (15 center) and honest to darn chat with fry like me. Here's the substance of our confab. Mills has been in Chicago. There's plenty now and redhot coming for early fall. The rest of this year will be a hum-dinger from the standpoint of new machines, improvements and novelties. The long view picture is the best in years.

Rounding back to Frisco, was just fortunate enough to catch Ed and Vance Mape. Vance, who hands out the ads, said he'd be with us in a big way quite shortly. Ed was on the way to his 10 mile (not acres!) Herford cattle ranch down at Modesto. 1500 head and all pure-bred, naturally. Mape heartnote: secretary Marguerite Newhall admits engagement to Vance's assistant H. C. McKenna — and there's a three week vacation, just around the corner, at Hawaii. Palmy days mah frans and many many of them.

And for a wind-up, just a word to say that Al Armos and assistant, Ed Heinle, did very nicely in their choice of 540 Turk Street for their new location. Both grand people, their new spacious, light drenched showrooms testify to a bright future for estimable Golden Gate Novelty Company. ◆

REVIEW Appoints N. Y. Agent

NEW YORK—Announcement was made here the middle of July of the appointment of Ralph R. Mulligan, 441 Lexington Avenue, as New York representative for the COIN MACHINE REVIEW.

Mulligan has been in the field of advertising for a number of years and represents several newspapers in this territory. His work on THE REVIEW will supplement that of Irving Sherman, New York correspondent, who has been covering the New York news front for the publication for the past five years. ◆

West's Greatest Machine Assortment
NOW IN STOCK
PHONOGRAPHS - NOVELTY & FREE GAMES
LEGAL GAMES OF ALL TYPES
YOUR OPPORTUNITY OF THE YEAR
to get machines at prices you have always hoped for!
Write for Latest Low Price Quotations
WOLF SALES CO., INC.
701 Golden Gate Ave.
San Francisco, Calif.

WHAT'S COOKING!

WURLITZER'S THE NAME

● Too many cooks spoil the broth. Pick the top "profit maker" and stick with it - - it's sure fire! No use staying out in the cold - - so let's get together and you'll be the winner too.

The 1940 Wurlitzer models are the most beautiful phonographs ever built - - packed with 'play appeal'! Multiply your profits by adding Wurlitzer remote control Bar and Wall Box equipment. Come in, 'phone, write or wire now.

THE WEST'S MOST BEAUTIFUL AND SPACIOUS SHOWROOMS

WOLF SALES COMPANY, Inc.

701-09 Golden Gate Ave. **San Francisco, Calif.**

A. O. L. A. C. Holds Special Meeting

LOS ANGELES—A special meeting of the members of the Associated Operators of Los Angeles County, Inc., was held at the North Star Auditorium, 1633 West Adams Street, Tuesday, July 30th at 11 a.m.

The meeting was opened by "Curley" Robinson, Managing Director, at which time a tribute was paid to the flag by the membership, led by Harry Rawlings.

Interesting talks were given by Ray Adams, Cliff Gill and Gene Armand. Main topic of the meeting was public relations and the value of presenting our industry to the public in an intelligent manner. Several new members were also introduced.

MEMBER MENTIONS: Bernie Knott is the proud daddy of a new baby boy. Bernie is affiliated with the Automatic Vendors. . . . Sylvester Burris recuperating from a sick spell. . . . Dave Grossman feeling better after a brief sickness. . . . Frank Myers busting shirt buttons with pride over new baby girl. . . . With regret announcement was made that Mr. and Mrs. Al Edelberg lost their daughter, Audrey. Edelberg is affiliated with the Security Novelty Company. ◆

Laymon Fired by Rapid Fire

LOS ANGELES — Paul Laymon, Bally jobber, reports that he is getting all fired up with the demand he is enjoying from ops in all parts of his territory for Bally's newest machine gun, Rapid Fire.

According to Laymon, "I've never before seen anything like it. From the moment the first announcement appeared on Rapid Fire, I've been getting phone calls, wires and personal visits from ops here, demanding to know all about the gun, how soon they'll get delivery, and whether they can start promising them to their locations.

"Everyone here is impressed with the speed shooting. Those 100 shots in 15 seconds have captured the imagination of the ops. This is the gun they've all been waiting for. Each one of the men is also greatly impressed with the size of the gun, with its adjustable machine gun action and with its diving and darting U-Boat target.

"This gun is going to prove itself the greatest coin operated machine ever brought to the Los Angeles territory. It's got everything! And take it from me, the way the ops are already placing their orders, it's simply a question of delivery." ◆

In-The-Barrel Captures West

CHICAGO — California and adjoining states are going for Evans' new hit, "In-The-Barrel," in a big way, as orders are said to be pouring into the factory from this part of the country. Another 100% legal real-play sensation, embodying the Manikin play and automatic action made famous by Ten Strike, company officials say the new game is challenging the tremendous success record of Ten Strike and going to the front as the No. 1 hit of the country.

"Again Evans' is making coin machine history," said a company spokesman. "In-The-Barrel is swinging into a tremendous success, even greater than Ten Strike, and that's going some. We're producing to the limit of our vast facilities, and plans are under way for further production expansion to keep up with the demand."

Mac Mohr, of Mohr Brothers, Los Angeles distributor, was in high spirits over the game. "In-The-Barrel is a natural in our territory," he said. "Operators are grabbing it as fast as they can. Combining a 100% legal science and skill play with the fast action and high excitement that players crave, the game is scoring a top hit in locations of every type. By special arrangement with the factory we are able to make delivery in spite of their tremendous rush."

In-The-Barrel combines features that made Ten Strike a great success, with new ideas that are said to blast old notions about a game's appeal and earning power. Revolving barrels form the high-point targets, while half-barrels below form the low-scoring targets. Any one ball may still make a half-barrel target if it misses the barrels, or it may make both the barrel and the half-barrel target at the same time. The action is entirely automatic. A straight-shooting, shock-proof, fully-controllable manikin hurls the shots, and the automatic ball return and ball lift are the Famous Evans features so highly acclaimed in Ten Strike. The humorous backboard and background have the fascination of a comic strip, while an animated organ grinder's monkey climbs up the windows on each 100 point scoring. The games has a new Cumulative Free Play feature, 2 models are offered, Free Play and regular. The play offers 9 balls for 5c and is extremely fast.

From the operator's point of view, officials point out that the game has several important new ideas. The speed of revolving barrels may be regulated by the operator. Barrels may also be made to revolve continuously, thus creating considerable flash, yet consuming no more current than an electric clock. This feature is controlled by a simple toggle switch.

"In-The-Barrel brings operators another 100% legal manikin machine and another history-making money-maker," said R. W. (Dick) Hood, President of H. C. Evans & Co. "Big-time operators are elated over this game. Many call it the industry's greatest gold strike. The game is a marvel of mechanical perfection and efficiency, and absolutely free from bugs. It is not an untried experiment, but a tried and proven success." ◆

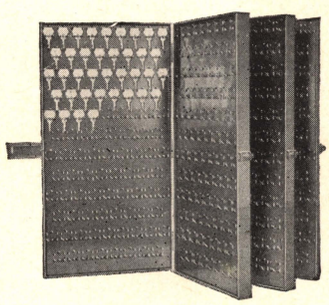
• •

Ned: "There's one face my secretary will never forget."

Ted: "Oh, yeah? Whose is that?"

Ned: "The face of the clock." ◆

LOST KEYS! STOLEN KEYS! MIXED-UP KEYS!



No. 966 — Key Cabinet (Open)

These costly troubles end when keys are kept safe and orderly in a

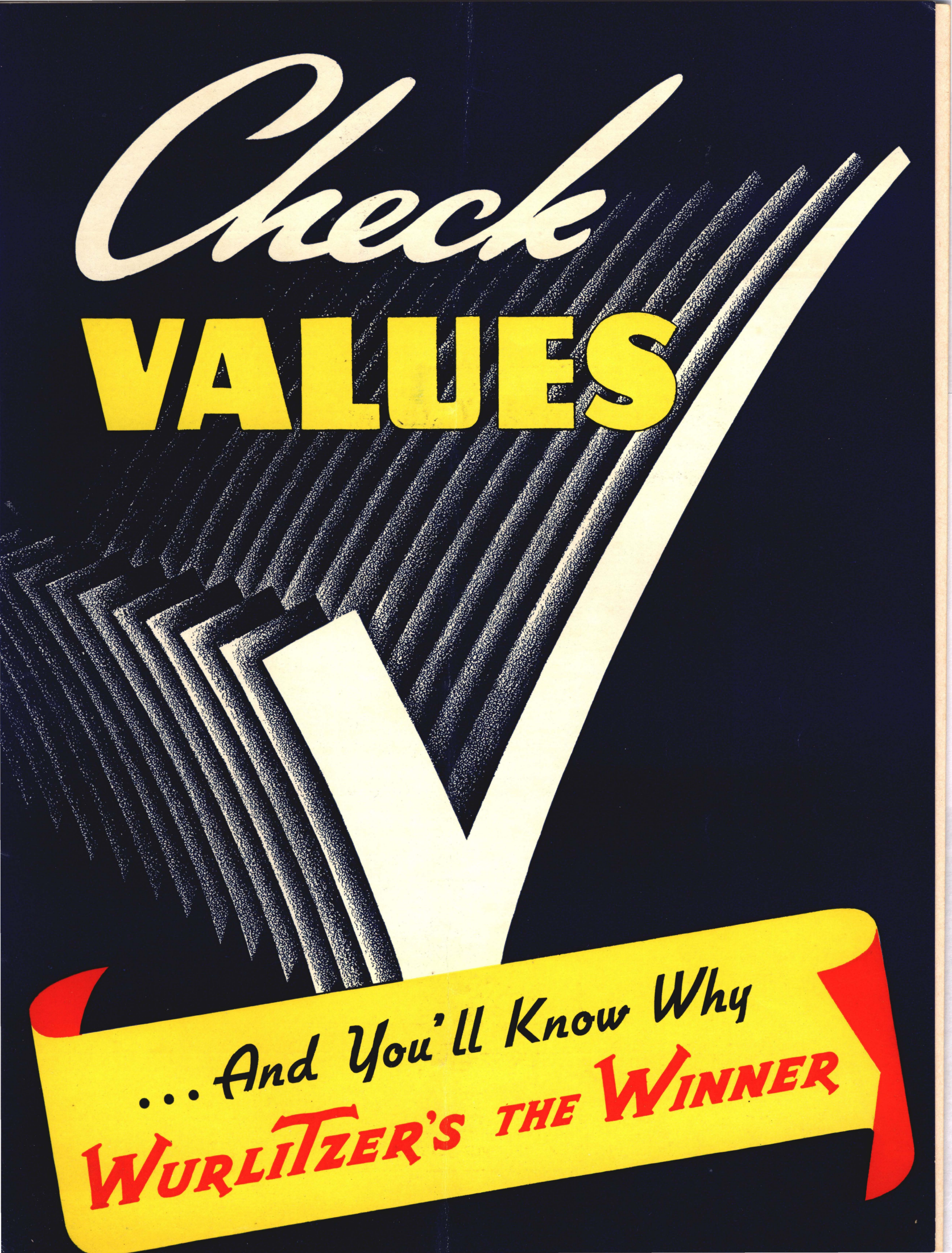
KEY CABINET

This Key cabinet is made up of a back and cover section, with back arranged for fastening to the wall with screws. The capacity is increased by building it with one or two intermediate sections. Cabinets cannot be increased in capacity after installed, except that an extra leaf of "102" hooks may be added to 1, 3, or 5 leaf sizes. (Illustration shows back and cover with two intermediate sections.) Keys are hung from hooks on a "leaf" of steel, each containing 102 key hooks. The back has one leaf, and another may be mounted in the cover. Each intermediate section is fitted with two leaves, back to back. Thus, capacities of 102 to 612 keys may be obtained. The sections open like a book, and uncover each other so that it is always easy to get at the back keys on any leaf. Hasp and staple permit locking by a strong padlock, which is furnished with each cabinet. Each hook will accommodate one to four keys, and is provided with a numbered label holder above. Numbered labels are provided with any series of numbers desired.

These cabinets are built of heavy steel, and each section is supported by three large butt hinges. Cabinets are finished in Olive Green and special finishes can be secured at slightly higher cost. Cabinet size: 18¼" wide x 34⅜" high x 2¼" deep. Each intermediate section adds 1¾" to depth. Prices quoted on application, advise size of key blanks or tags.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

W. W. WILCOX MFG. CO. 564-572 W. Randolph Street CHICAGO, ILLINOIS


Check
VALUES
...And You'll Know Why
WURLITZER'S THE WINNER

Compare the Value

BEFORE YOU INVEST IN ANY AUTOMATIC

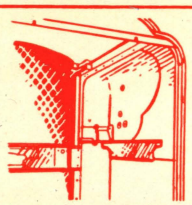
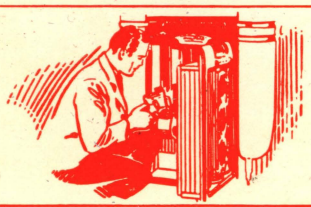
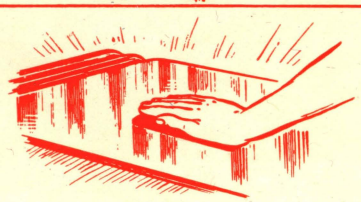
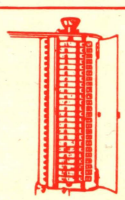
ASK YOURSELF THESE QUESTIONS	WURLITZER	PHONOGRAPH A	PHONOGRAPH B	PHONOGRAPH C
Does it bear a name famous in music for over 200 years assuring widespread public and location acceptance?	YES	NO	NO	NO
Does it have 24 records offering wider appeal to all musical tastes and resulting in greater profits because of greater record selection?	YES	NO	NO	NO
Does it have a completely visible record changer that attracts more nickels by enabling people to see as well as hear the phonograph in action?	YES	NO	NO	NO
Does it have a positive, power-driven Coin Switch assuring efficient play registration despite variations in thickness and weight of coins?	YES	NO	NO	NO
Does it have a piano-type keyboard with INDESTRUCTIBLE METAL keys?	YES	NO	NO	NO
Is the cabinet streamlined for easy cleaning?	YES	NO	YES	NO

GET THESE GREAT WURLITZER VALUES WORKING FOR YOU

AND YOU'LL KNOW WHY

WURLITZER SELLS MORE AUTOMATIC PHONOGRAPHS THAN ALL OTHER MAKES COMBINED

PHONOGRAPHS COMPARE THE VALUE

ASK YOURSELF THESE QUESTIONS	WURLITZER	PHONOGRAPH A	PHONOGRAPH B	PHONOGRAPH C
Does the line include complete Counter Model phonographs with built-in speakers?	YES	NO	NO	NO
 Are the cabinets constructed of hard wood lumber reinforced with steel to eliminate vibration and warp?	YES	NO	NO	NO
 Are the phonographs designed for high speed service that saves the Music Merchant service time and costs?	YES	YES	YES	YES
 Are the cabinets coated inside and out with durable protective finish with all exterior finish hand rubbed to a rich piano luster?	YES	NO	NO	NO
 Is the phonograph equipped with an easily read meter indicating number of plays for each individual record?	YES	YES	YES	YES
Are all current Console Models adapted to Wired and Wireless Remote Systems furnished by the manufacturer?	YES	YES	NO	NO

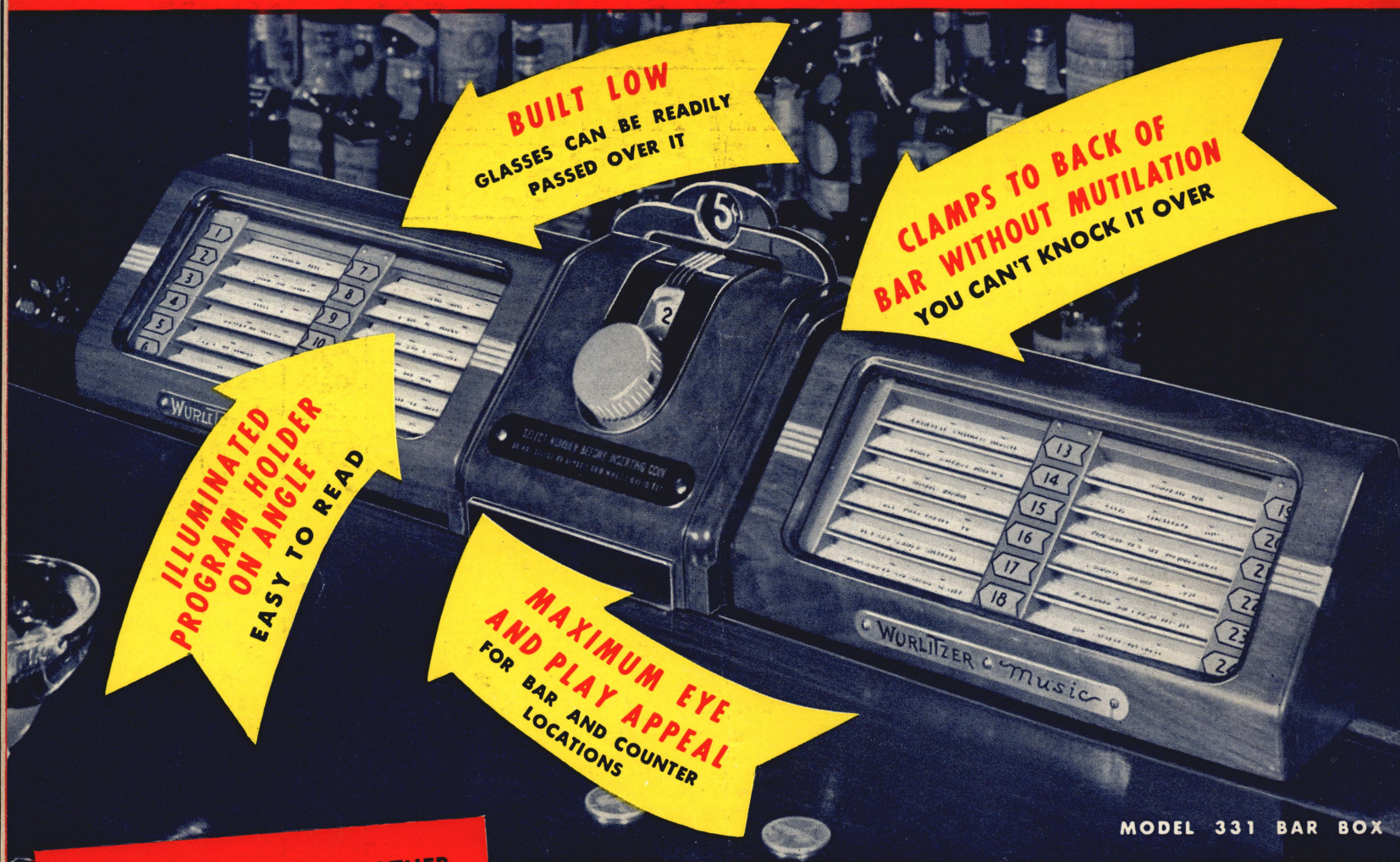
Buy your phonographs on a hard boiled business basis. Compare them from a standpoint of their acceptance by locations and the public — their beauty — construction — their features that stimulate play — their proven earning power.

You'll find from every angle — Wurlitzer's the Winner with the greatest values *for* your money and the outstanding ability to *make* you money in the automatic music field.

.. WURLITZER'S THE WINNER IN REMOTE CONTROL EQUIPMENT

TURN PAGE FOR DETAILS

Only WURLITZER BUILDS WIRELESS SELECTORS THAT PLAY EVERY RECORD ON THE PHONOGRAPH AND ARE ESPECIALLY DESIGNED FOR BARS


BUILT LOW
GLASSES CAN BE READILY PASSED OVER IT
CLAMPS TO BACK OF BAR WITHOUT MUTILATION
YOU CAN'T KNOCK IT OVER
ILLUMINATED PROGRAM HOLDER ON ANGLE
EASY TO READ
MAXIMUM EYE AND PLAY APPEAL
FOR BAR AND COUNTER LOCATIONS
WURLITZER
music

MODEL 331 BAR BOX

FOR BOOTHS AND PLACES OTHER THAN BARS ALWAYS INSTALL

WURLITZER WIRELESS WALL BOXES

Wurlitzer Model 320 Wall Box. Beautiful polished metal case with red lacquer trim. Illuminated coin entry, program holder and selector dial. Extremely accessible for servicing. Invites phonograph play on its attractiveness alone.

Use remote control equipment designed for the job it's supposed to do if you want it to get maximum profits. Use Wall Boxes on the wall, *not* on the bar.

Only Wurlitzer builds Wireless Selectors that play every record on the phonograph and are especially designed for bars. See them before you invest in any remote control equipment and you will realize why these Wireless Bar Boxes are a big success everywhere.

ONLY WURLITZER BUILDS A COMPLETE LINE OF REMOTE CONTROL EQUIPMENT

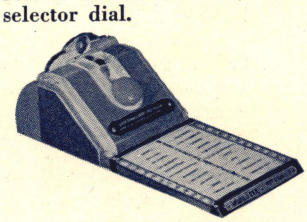
The most flexible remote control equipment on the market. Wireless, Two-Wire and Thirty-Wire Systems — each designed for inter-use with the other two systems. Beautiful wall, bar and portable units all adaptable to any Wurlitzer 24 Record Phonograph.

See Your Wurlitzer Distributor—Now!

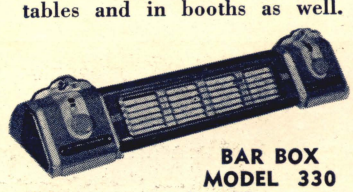
The Rudolph Wurlitzer Company, North Tonawanda, N.Y. RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

Wurlitzer Bar Boxes are attractively finished in silver and walnut burl with red plastic selector knobs. Each has a coin return button and illuminated selector dial.



BAR BOX MODEL 332
Smallest complete Bar Box made. A profit producer on tables and in booths as well.



BAR BOX MODEL 330
A big money-maker. Has a coin entry and 24 record program selector at each end. Gets the nickels from all directions.

PRINTED IN U.S.A.

SOLD ONLY TO MUSIC MERCHANTS

Automatic Music

"We're All Americans"
by
James Mangan

We're All Americans,
We're proud to bear the name.
Our Nation's Fathers wove a flag
By the light of Freedom's flame.
Now waving bravely overhead
It tells us what to do.
We're All Americans,
All true blue.

If we're Americans,
Deceived by no one's tricks,
We'll talk and think and act today
In the spirit of "Seventy Six."
Life, Liberty and Happiness,
Unsullied Justice, too.
We're All Americans,
All true blue.

Here come the Americans
A march of age and youth.
We'll fight to keep our Liberty
And preserve our greatest truth:
To guard and honor and protect
The many, not the few.
We're All Americans,
All true blue.

Advertising genius, author and now composer. Jim Mangan, advertising manager of Mills Novelty, tells the boys to swing his patriotic number, "We're All Americans," which was one of the numbers sung at the Democratic Convention in Chicago.

Mangan Writes Patriotic Song

CHICAGO—Jim Mangan, "corny advertising" rebel, author of U. S. Post Office classic "Write A Letter!" six years ago published a book "You Can Do Anything!" Because Mangan can't sing, whistle, play, read or write a note of music, his friends challenged him to do the impossible—write a song.

Mangan immediately wrote the lyrics and composed an original melody, but having no medium of conveyance, the tune remained inside his mind for six long years. Many a well-known orchestra leader tried to "spring" the imprisoned song but couldn't get anything musical out of Mangan except one forlorn flat, nameless note, repeated ad nauseam.

But Jim urged on by the new surge of patriotic spirit sweeping the country, finally found an interpreter for his unutterable melody. Claude Heretier, an Indiana arranger, spent a week with Mangan, while Jim used shout-and-whisper, semaphore, hands, feet, and finger language to get his tune across. It's a march called "We're All Americans, All True Blue" that can be swung or sung in any style. The man who finally put down the notes for "We're All Americans" is an Englishman of French descent who was raised in Switzerland and is now a naturalized citizen of the United States. Mangan is a native son of Chicago, where his number was a feature at the recent Democratic Convention. ◆

VOCA-TELE
WIRED MUSIC
1107 NO. HIGHLAND AVE.
LOS ANGELES, CALIF.

Goodman Back On Discs in Sept.

NEW YORK—Benny Goodman, rapidly shaking off the effects of a minor operation at Mayo Clinic to relieve pressure on his sciatic nerves, will rest for several weeks before resuming his Columbia recordings and other band work in September.

The popular maestro had what is technically known as a "slipped disk" in the fourth lumbar of his lower spine, causing severe pain and discomfort while playing. The operation proved completely successful and Benny definitely plans to resume all band activities in September. ◆

Sheet Music Best Sellers

Make Believe Island (Miller)
Playmates (Santly, Joy, Select)
Fools Rush In (Bregman, Vocco, Conn)
Imagination (ABC)
The Woodpecker Song (Robbins)
Where Was I? (Remick)
God Bless America (Berlin)
I Can't Love You Any More Than I Do (Olman)
Shake Down The Stars (Bregman, Vocco, Conn)
The Breeze and I (Marks)

Songs Most Played On the Air

I'm Stepping Out With A Memory Tonight (Robbins)
Sierra Sue (Shapiro)
Imagination (ABC)
Hear My Song, Violetta (Crawford)
Devil May Care (Witmark)
You're Lonely And I'm Lonely (Berlin)
Woodpecker Song (Robbins)
I Can't Love You Any More (Olman)
The Breeze and I (Marks)
I Can't Resist You (Ager)

Fort Wayne Paper Writes Up Capehart

FORT WAYNE—The Fort Wayne *Journal Gazette* devoted a considerable portion of the front page of their issue for July 13th to a news account of the opening of the new Packard Manufacturing Company in this city of which Homer E. Capehart is President.

Said the *Journal-Gazette*: "Capehart says that when the new concern is operating at full capacity, he expects to employ approximately 2,500 workers. He also estimates that the volume of business will run between 10 to 12 million dollars a year.

"Samples of the instruments and accessories are being made as well as tools and dies from patents held by the company.

"Capehart founded and organized the Capehart Corporation here in February, 1928, and operated until 1932, making outstanding phonographs. Since 1933 he has been first vice-president and a director of the Rudolph Wurlitzer Company of North Tonawanda, N. Y. . . . He is prominent in Republican political circles and is the owner of Capehart Farms at Washington, Ind., the scene of the huge Republican 'grass roots' convention in 1938." ◆

Dorsey Record Sets New Sales High

CAMDEN—They're smiling plenty in the RCA Victor camp over sales of Tommy Dorsey's recording of "I'll Never Smile Again." Last week in July the disc broke every weekly sales figure in every type or cost classification established in the past 13 years, putting it in a class with Gene Austin's "My Blue Heaven." Moreover the new high was set during its fifth week on sale with the end still out of sight, officials revealed. ◆

Wurlitzer District Manager H. E. Wedewen extends a congratulatory hand to DeLoss Osborn while Helene DeLoe, Secretary, and Clayton Ditto, Parts-Service Manager, pose in front of Osborn's Denver headquarters.

Osborn Opens in Denver

NORTH TONAWANDA—M. G. Hammergren, General Sales Manager for the Rudolph Wurlitzer Company, announces the appointment of D. H. Osborn as Wurlitzer Distributor for Colorado, New Mexico, Utah and Wyoming.

In making the announcement, Hammergren emphasized the long experience and consistent success of this organization in the automatic music field and stated that the appointment unquestionably would result in superior service to the Music Merchants of those four Western States.

"DeLoss Osborn, General Manager," he remarked, "knows the problems of the Music Merchant from every angle and he appreciates the assistance that a live distributor can render his Music Merchants for the betterment of all concerned.

"The D. H. Osborn Company, located at 1122 Broadway in Denver offers every facility from a standpoint of parts and service that the Music Merchant could ask for. The organization is skilled throughout, large enough to service their territory and highly enthusiastic over their new appointment."

Concurring with Hammergren was Wurlitzer District Manager H. E. Wedewen who added his opinion that the D. H. Osborn organization would show the Music Merchants in their area what real service and cooperation could be.

Already swinging into high gear under the able leadership of DeLoss Osborn, it is expected that the effective work of this organization will soon make itself evident in even greater prosperity than ever before for Wurlitzer Music Merchants in these Rocky Mountain States. ◆

St. Louis Paper Plugs Phonos

ST. LOUIS—One of the best feature articles on the operation of automatic phonographs appeared in the magazine section of the *St. Louis Post-Dispatch* on July 7th.

Written by Clarissa Start, superbly illustrated with five pictures, the article was based upon interviews in locations with Martin Balensiefer, Wurlitzer Distributor, and E. C. Steffens, president of the International Association of Automatic Electric Phonograph Owners.

The article said, in part:

"We consulted two authorities for particulars on this phenomenal business of music boxes, record players, or whatever you choose to call them. With a fine careless disregard for their feelings and out of abysmal ignorance, we referred to them as 'juke boxes.'

" 'Please—' implored Balensiefer, wincing, and we could tell how close we'd come to being bashed over the head with a new Dorsey. 'We'll tell you anything but don't call them "juke boxes." That term grew up from road houses or "jook joints", as they're called, in the South, many of them with shady reputations, and we all hate the term. Some of the operators call them "vics", short for victrolas, or music box, or nickelodeon. The Negro people call them "vendas"—we think that came from "vendor". They'll call up and say, "Is this the people what has the vendas?" But most of the operators simply call them phonographs.'

" 'It's unfair to belittle a legitimate industry by calling them "juke boxes",' Steffens added. 'You wouldn't call a tavern a drink joint or a newspaper a news rag. And this business is larger than anyone has any idea. We don't make the hundreds of millions writers have claimed, but the 300,000 or 400,000 machines in the country will take in from $65,000,000 to $80,000,000 this year. Since there are only 6½ billions in the United States we've figured that one cent of every dollar goes into a coin operated phonograph, and that an average of every man, woman, and child plays the phonograph once a week.'

"The money coming in isn't all gravy, those in the business point out. Here's how the business works: an operator—there are 65 or 70 in St. Louis—buys the machines from a distributer, usually on the time-payment plan, then 'locates' them in taverns, restaurants and clubs. Once a week he goes around to clean the machines, change records, and pick up the nickels, but the location proprietor gets a sizeable cut or, in other words, gets paid for music he'd otherwise have to pay for.

" 'So of that $21,000 in St. Louis, the operators get about $11,000.' Steffens pointed out. 'And after they've deducted expenses their profits are not the $7 weekly gross but about 50 cents. Another way this business is costly—if you had a butcher shop and the proprietor increased your rent or you had to hire a union meat cutter, you'd just raise the price of steak two cents a pound. In the phonograph business in five years, the cost of the machine has increased 60 per cent, the cost of records 140 per cent, the cost of the location has doubled, yet none of this was passed on to the consumer. The price is fixed by the coin; he can't charge seven or eight cents a playing.'

" 'Other factors that make the operator's life a sad one are the selection of locations and records for those locations.' " ◆

Interior of Osborn's headquarters featuring a display of the current model Wurlitzer Phonographs and Remote Control Equipment.

OPERATORS
INSIST ON AN
AUTOMATIC PHONO
NEEDLE WITH
SYMPHONIC TONE
Sample 35c
MAESTRO POINT
2000 Plays
THE ELDEEN CO.
176 West Wisconsin
Milwaukee Wis.

TWIN CENTERS OF SERVICE

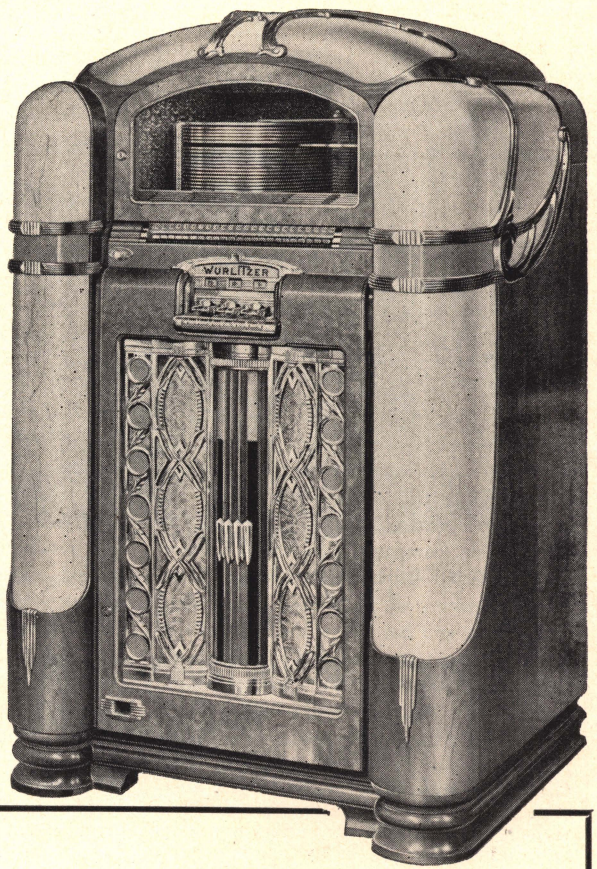
FOR CALIFORNIA MUSIC MERCHANTS

● Our service doesn't stop with selling you phonographs. We know the more money you make the greater will be our success.

Our service is geared accordingly—to give you what you want when you want it—and it's already working like a charm.

Stop in at our nearest headquarters. Get acquainted with us and with California Simplex service.

You'll find we're on our toes to help you build a bigger and better operation.



CALIFORNIA SIMPLEX DISTRIBUTING CO.

DISTRIBUTORS OF WURLITZER AUTOMATIC PHONOGRAPHS

SAN FRANCISCO . . . . . LOS ANGELES

Welcomes
INQUIRIES
FROM
MUSIC
MERCHANTS

W. A. (Bill) BYE

WURLITZER DISTRICT MANAGER

FOR CALIFORNIA, NEVADA, ARIZONA, HAWAII

1157 Post Street
San Francisco, California

2277 West Pico Blvd.
Los Angeles, California

Voca-Tele Enters Wired Music Field

LOS ANGELES—Newest manufacturer to announce its entry into the Wired Music field is the Voca-Tele Company, 1107 North Highland Avenue. New firm is headed by E. M. Burnham, owner of the Burnham Manufacturing Company, who has surrounded himself with coin machine men of wide experience both in the manufacture of coin machines and in the problems facing the operators.

Voca-Tele Company, through its Eastern Representative William Hicks, has made an extensive survey of the Wired Music field in the East and has found the reactions of large Eastern Operators 100% enthusiastic about this newest West Coast development. Hicks said: "I believe 20% of the locations will become immediately available to Wired Music. I base this observation on discussions with many of the largest operators in the Eastern States. Wired Music with its unlimited choice, perfect reproduction, elimination of bulky consoles, and the sparkling personality of the girl 'centrals' seems to fill a necessary place in the higher type locations. I believe Wired Music is in for a big year."

The Voca-Tele Company plant has over fifty employees at the present time and this number is being added to almost daily. Burnham states, "We are in a position at the present time to make immediate delivery on local orders and expect to be geared for production of from twenty-five to thirty-five units daily very shortly." ◆

First Roosevelt Films Finished

HOLLYWOOD—Henry Henigson, associate producer for James Roosevelt's Globe 16mm tune films, has completed filming and recording the company's initial series of eight. Films are to be used in machines now being manufactured by the Mills Novelty Company in Chicago. It is expected that more than 10,000 Mills machines will be in operation before the end of this year.

According to *Variety* four weeks of tests and production experiments preceded the lensing of the group of two and one-half minute subjects. Included in the first set are: "Darn That Dream," with Bill Roberts and Martha Mears, accompanied by Lorraine Page's girl orchestra; "Jungle Dreams," featuring Carmen d'Antonio in Eddie Durant's musical arrangement under the direction of Reggie LeBorg; "Parade of the Wooden Soldiers," featuring the Music Maids with Stearns and Deane in their own arrangement of the song, "Hold That Tiger," an original arrangement played by Victor Young and his orchestra; "Row, Row, Row," with Joy Hodges, the Rio Brothers and the orchestra of Rudolph Friml, Jr.; "Havana Is Calling Me," a Victor Young arrangement conducted by Eddie Durant and featuring Bernice Parks with Theodore; "Song of the Islands," featuring the Music Maids, Dick Winslow's orchestra and a Hawaiian ensemble; "Sweet Sue," Victor Young's new arrangement of his own song hit, featuring Six Hits and a Miss and the Lorraine Page orchestra. ◆

Stresses Value of Modernization

FORT WAYNE—Featuring the value of modernization to the phono op is the basis of introduction of the Heads-Up Selector for the 16 and 24 record phonos, according to Homer E. Capehart, president of Packard Manufacturing Corporation, this city.

"We feel," Capehart states, "that the phono operator has passed the era of experimentation. His business is now devoted to the premise that he be assured a definite income of such proportion as to bring him amortization of his investment plus a percentage of profit in keeping with the effort he is expending.

"Therefore, to be assured of this profit continuance, he must have his phonos in modern condition so that he can meet present day operating problems and yet be confident that his music business is equal to any of his competitors. Of course, most important of all, he must have profit coming in to insure his continuing in business.

"The 'Heads-Up-Selector' is a good product. It is helping many operators to modernize their present phonos. It is the kind of product that helps in the general plans and expansion of the music operators' business. This is the sort of product we feel the music operator welcomes for he knows that it was created to benefit his business in every regard." ◆

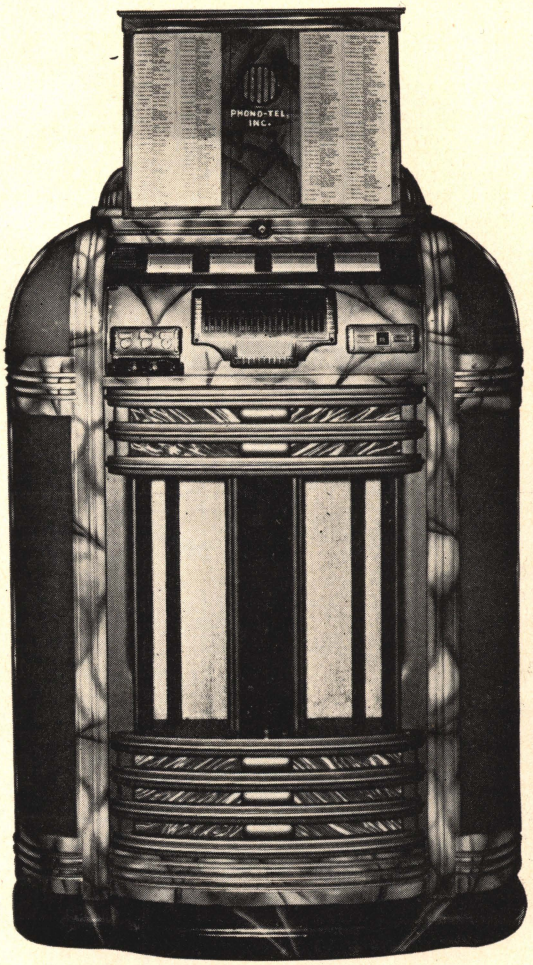
VOCA-TELE
WIRED MUSIC
1107 NO. HIGHLAND AVE.
LOS ANGELES, CALIF.

PHONO-TEL is TOPS for WIRED MUSIC!

Make Your Present Phonograph TALK!

1. PROVED SUCCESSFUL ON LOCATION
2. SIMPLE INSTALLATION
3. GREATER PROFITS
4. HIGH FIDELITY SOUND

● Now it is possible to have PHONO-TEL WIRED MUSIC SYSTEM installed in your present phonographs. The price is very nominal and includes the complete studio equipment for a 20-unit set-up with the adapters to plug in your present phonograph. By simply turning a switch it is possible for the location to change back to the regular phonograph, which is sometimes desirable while the studio is closed.



Make Your Present Phonograph Talk!

MAIN FEATURE: OPERATOR CAN TAKE SELECTIONS WHILE MUSIC IS PLAYING. NO DELAY AND FAST ACTION ASSURED

●

WRITE, WIRE OR PHONE

PHONO-TEL, Inc.

361 Shotwell Street **San Francisco, Calif.**

Patents Pending

August 5, 1940

To My Many Friends

The Phonograph Operators.

A word of thanks to you for your many courtesies during my employment as Service Instructor for the Rudolph Wurlitzer Company.

I now am pleased to announce my present position as Special Representative for Alpha Distributing Company, Distributors for Packard Products, designed and engineered by Mr. H. E. Capehart, Fort Wayne, Indiana.

Clayton Ballard

Clayton Ballard

Clayton Ballard Joins Alpha Distrib.

LOS ANGELES, Calif. — Clayton Ballard, well known to almost every phono operator in California, has just joined the Alpha Distributing Company of Los Angeles, distributors for the products of Homer E. Capehart's Packard Manufacturing Corporation in California, New Mexico, Arizona and Utah.

Ballard will cover Southern and North ern California for Packard products.

Ballard has gained the reputation of being one of the best liked Service Instructors in the industry. His record of confidence on the part of every operator with whom he has come in contact is one of the finest, and it means a great deal to have him say, in all sincerity: "There never is any doubt that when Homer E. Capehart produces something for the phono operator, it is of great value. He has never yet failed to give the music operator the type of products that have kept us going year after year.

"The Model 616 'Heads-Up-Selector' is a fine example of Homer E. Capehart's farsightedness in solving the music operators' problems. It is definitely the type of product long sought by the trade in order to cash in on their present equipment. It will prove extremely valuable now to every operator who secures one for every one of his paid-up 16 record phonos. The brilliant lighting of the beautiful 'Heads-Up-Selector' actually dramatizes the machine, gives it a more modern appeal and greater ease of selection, and thus makes paid-for phonos once again valuable to the operator, the location and the public."

Ballard hopes to get to all of his operator friends in California very soon to demonstrate the "Heads-Up-Selector." ◆

New Phonette Unit Announced

HOLLYWOOD—A new coin operated sound reproducing unit, which is a complete phonograph instrument in itself and which attaches to the back of a counter, bar, table or booth, has been invented by William S. Farrell and is now being placed on the market by the Phonette Corporation of America.

Upon inserting a penny the customer receives a "Hit Parade" tune played directly through this new small unit. These units are placed throughout the premises. An old automatic phonograph does the record changing and is placed in some out of the way place where it does not take up valuable room.

The Phonette unit is so engineered that up to 20 units may be operated from a single phonograph of the ordinary automatic type. By the addition of special booster equipment a hundred or more units may be used. Since no unit will play unless a coin is deposited in its own mechanism, the pay-off on a single record play is sometimes 10 to 20 cents, or even more depending upon the number of units played at a time.

Farrell was formerly chief engineer in the radio division of the General Electric Company at Bridgeport, Conn. Associated with him are W. P. Falkenberg and Leon Gardner, in charge of sales. ◆

Pfanstiehl Appoints Hawaiian Outlet

WAUKEGAN, ILL. — Bill Hemminger, Sales Manager of the Pfanstiehl Chemical Company, announces the appointment of Tommy Kearns as distributor in Hawaii for the 400 play Pfanstiehl needle.

"This appointment is only another step in Pfanstiehl's aggressive campaign for world-wide distribution," declared Hemminger. "The British Isles, South America, Mexico and many other countries are reporting grand success with our needle, in spite of the international situation." ◆

The HEADS UP SELECTOR

Designed and Engineered by

HOMER E. CAPEHART

- **Beautiful Red and White Plastic Keys**
- **No moving parts. Installed in a jiffy**
- **For use on all 616, 616A and 716 Models**

Only

$16.75

F.O.B. Los Angeles, Plus Tax

ORDER TODAY!

ALPHA DISTRIBUTING CO.

1025 N. HIGHLAND AVE. **HOLLYWOOD, CALIF.**

Dept. 1402

WATCH THE REVIEW FOR FURTHER ANNOUNCEMENT ON PACKARD PRODUCT No. 2

1c to 15c Per Record on PENNI-TONE

PENNI-TONE is the answer. Here is a device capable of placing back in operation all of your old and out-dated phonographs. 12, 16 and 20 record models of every make can once again earn top figures with the help of PENNI-TONE.

PENNI-TONE is a Wall or Bar Box complete with its own speaker which plays only to the patron inserting a coin. Reproduction is at a governed intimate volume and other patrons desiring music within the same location must insert a coin in box nearest them to enjoy the same selection. This feature accounts for "takes" of 1c to 15c per record on 15 unit installations. Location tests show that this is not unusual and that any old 12 or 16 record mechanism working with 4 or more PENNI-TONE Boxes can account for $2.00 to $3.00 per week per box in spots that previously grossed under $4.00 a week on a nickel machine.

A "BLASTING" PHONOGRAPH is a thing of the past with PENNI-TONE. Patrons like the intimate high fidelity delivery of PENNI-TONE at a volume plainly appreciable but still not loud enough to make conversation impossible. Locations prefer PENNI-TONE because of this same feature.

PENNI-TONE is available in a variety of baked crackle finishes with red translucent plastic inserts which are brilliantly illuminated. Designed and engineered by seasoned coin machine mechanics, here is truly a proven money-maker that will put your old phonographs back in the big money class.

DON'T PASS JUDGMENT on PENNI-TONE until you have the FULL STORY. Our facts and figures and PENNI-TONE's low price will amaze you.

WRITE — WIRE — PHONE TODAY

— Manufactured by —

COLLINS & WASHBURN

EX-3404
1511 West Pico Street
LOS ANGELES, CALIF.

— TERRITORIES OPEN FOR BONA FIDE DISTRIBUTORS —

No Competition for Penny Ops

BROOKLYN—"Now that many advertisements have announced the new forms of competition that may be looked forward to by phonograph operators such as sound-vision and wired music, many old time operators are a bit worried," declared Dave Robbins, head of D. Robbins & Company.

"However our Cent-a-Tune and Double Value Phono need never fear this new competition. Cent-a-Tune plays standard ten-inch records for one cent and Double Value Phono plays two records for five cents. Every location that has one of our phonos is 100% protected against competition because our machines give the public such excellent values.

"Our sales of these machines have been increasing week after week. This proves that operators who are interested in protecting their investment will offer their locations Cent-a-Tune and Double Value Phonos." ◆

Two Weeks With Pay For Rock-Ola Employees

CHICAGO — Announcement was made here the middle of July of a two-week vacation with pay for the 1,100 factory employees of the Rock-Ola Manufacturing Corporation beginning July 22nd.

A skeleton staff was maintained during the period to tool up and carry out preparations for Fall production. ◆

Record Score Sheet

KEY TO RATING

5★ EXTRA GOOD. Recommended for use on any phono. Don't pass it up.
4★ VERY GOOD. Universal appeal. Good entertainment for any type of spot.
3★ GOOD. Returns, in many cases, will vary according to type of location and patronage. Not unusual.
2★ FAIR. Just passable entertainment.
1★ WEAK SISTER. Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

3★ 10800 Bob Chester
RHUMBOOGIE (FT VC)
RHYTHM ON THE RIVER (FT VC)

3★ 10801 Larry Clinton
LOVE LIES (FT V)
I MAY BE WRONG (FT)

4★ 10802 Ozzie Nelson
RIFF INTERLUDE (FT)
OUT TO LUNCH (FT)

3★ 10803 "Fats" Waller
FAT AND GREASY (FT VC)
AT TWILIGHT (FT VC)

4★ 10804 T. Dorsey Family—Sing and Sweat with Charlie Barnet
FRIENDSHIP (FT VC)
THE WRONG IDEA (FT VC)

5★ 10805 Dick Todd
ORCHIDS FOR REMEMBRANCE (V)
I'M WAITING FOR SHIPS THAT NEVER COME IN (V)

3★ 10806 Harry's Tavern Band
BARTENDER POLKA (POLKA VC)
TAVERN WALTZ (W VC)

2★ 10807 Manny Klein's Hawaiians
MAORI BROWN EYES (FT VC)
ULILI HULA (FT VC)

3★ 10792 Earl Hines
YOU CAN DEPEND ON ME (FT VC)
TANTALIZING A CUBAN (FT)

3★ 10793 Dinah Shore
THE NEARNESS OF YOU (V)
MAYBE (V)

4★ 10794 Charlie Barnet
TANGLEWEED 'ROUND MY HEART (FT VC)
FLYING HOME (FT)

2★ 10795 Walter Gross
I'M ALWAYS CHASING RAINBOWS (Piano Solo)
A SLIGHT CASE OF IVORY (Piano Solo)

3★ 10796 Glenn Miller
ANGEL CHILD (FT VC)
BE HAPPY (FT VC)

2★ 10797 Johnny Kaonohi Pineapple
PALMS OF PARADISE (FT VC)
HOOHENO KEIA NO BEAUTY (FT VC)

3★ 10798 Vaughn Monroe
IF YOU SEE MARGIE (FT VC)
THE GENTLEMAN NEEDS A SHAVE (FT VC)

3★ 10799 Benny Goodman
WALK, JENNIE, WALK (FT)
ALWAYS (FT)

3★ 10784 Larry Clinton
MY GREATEST MISTAKE (FT VC)
FEELING LIKE A DREAM (FT)

2★ 10785 Charlie Barnet
ROCKIN' IN RHYTHM (FT)
THE REVERIE OF A MOAX (FT)

2★ 10787 Les Brown
PAPOOSE (FT)
ROCKET SHIP TO MARS (FT)

4★ 10788 Gray Gordon
CAN'T GET INDIANA OFF MY MIND (FT VC)
NEVER TOOK A LESSON IN MY LIFE (FT VC)

4★ 10789 Dick Todd
ALL THIS AND HEAVEN TOO (V)
WHERE DO YOU KEEP YOUR HEART? (V)

3★ 10790 Erskine Hawkins
JUNCTION BLUES (FT)
ASHES IN THE TRAY (FT VC)

4★ 10791 Vincent Lopez
CHARLIE WAS A BOXER (FT VC)
WILLIE, WILLIE, WILL YA? (FT VC)

COLUMBIA

5★ 35564 Kate Smith
CAN'T GET INDIANA OFF MY MIND (V)
MAYBE (V)

4★ 35566 Will Bradley
IN A LITTLE SPANISH TOWN (FT)
AS LONG AS I LIVE (FT)

5★ 35569 Barry Wood
GOD BLESS AMERICA (V With Choir)
AMERICA, THE BEAUTIFUL (V With Choir)

3★ 35553 Benny Goodman Sextet
THESE FOOLISH THINGS (FT)
SIX APPEAL (FT)

4★ 35554 Kay Kyser
WHO'S YEHOODI? (FT VN)
BLUEBERRY HILL (FT VC)

4★ 35555 Horace Heidt
CAN'T GET INDIANA OFF MY MIND (FT VC)
I WON'T GO HOME TILL YOU KISS ME (FT VC)

5★ 35556 Duke Ellington
STORMY WEATHER (FT VC)
SOPHISTICATED LADY (FT)

3★ 35543 Benny Goodman
ONCE MORE (FT VC)
CAN'T YOU TELL (FT)

4★ 35544 Horace Heidt
RUN, RABBIT, RUN! (FT VN)
THE VOICE IN THE VALLEY (FT VC)

4★ 35546 Orrin Tucker
GET THE MOON OUT OF YOUR EYES (FT VC)
GO WAY—CAN'T YOU SEE I'M DREAMING (FT VC)

3★ 35547 Jimmie Lunceford
CHOPIN'S PRELUDE NO. 7 (FT)
BUGS PARADE (FT)

3★ 35548 Doris Rhodes
LORELEI (V)
MY MELANCHOLY BABY (V)

3★ 35574 Benny Goodman
I CAN'T RESIST YOU (FT VC)
DREAMING OUT LOUD (FT VC)

5★ 35575 Horace Heidt
COLUMBIA, THE GEM OF THE OCEAN (FT VC)
AMERICA, THE BEAUTIFUL (FT VC)

4★ 35576 Orrin Tucker
OH LADY BE GOOD (FT VC)
THEM THERE EYES (FT VC)

4★ 35577 Ray Noble
IF I HAD MY WAY (FT VC)
CAROLINA IN THE MORNING (FT VC)

4★ 35578 Virginia O'Brien
CLEAR OUT OF THIS WORLD (V)
TWO IN A TAXI (V)

2★ 35579 Alice O'Connell
ONCE IN A LIFETIME (FT VC)
SHADES OF TWILIGHT (FT VC)

DECCA

4★ 3287 Connie Boswell
I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY (V)
WHEN IT'S SLEEPY TIME DOWN SOUTH (V)

4★ 3288 The Ink Spots
STOP PRETENDING (So Hep You See) (VN)
YOU'RE BREAKING MY HEART ALL OVER AGAIN)VN)

WE BUY USED RECORDS
Small or Large Quantities
•
DON McDONALD
2201 S. Grand Avenue
Los Angeles, Cal.
PRospect 3867

Get in the Money with Music's Big Money-makers

VICTOR
26628—I'll Never Smile Again
Tommy Dorsey
26615—The Breeze and I
Hal Kemp
26540—Sierra Sue
Sammy Kaye
26593—Fools Rush In
Tommy Dorsey
26641—The Breeze and I
Xavier Cugat

BLUEBIRD
10673—I'll Never Smile Again
Glenn Miller
10696—The Breeze and I
Charlie Barnet
10638—Sierra Sue
Glenn Miller
10716—Fools Rush In
Shirley Howard
10728—Fools Rush In
Glenn Miller

RCA His Master's Voice

LEO J. MEYBERG CO.
LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . . 70 Tenth Street

Immediate
RECORD SERVICE
Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
Eastern Company
620 Memorial Dr., Cambridge

NEWARK, N. J.
Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use VICTOR and BLUEBIRD RECORDS

RCA His Master's Voice

4★ 3289 Russ Morgan
I'LL NEVER SMILE AGAIN (FT VC)
GET THE MOON OUT OF YOUR EYES (FT VC)

4★ 3290 Russ Morgan
BLUEBERRY HILL (FT VC)
I'M HOME AGAIN (FT VC)

3★ 3291 Louis Armstrong and Mills Brothers
MARIE (V FT)
SLEEPY TIME GAL (V)

3★ 3292 Ambrose
SO DEEP IS THE NIGHT (FT VC)
NURSIE, NURSIE (FT VC)

3★ 5852 Rice Brothers Gang
YES! WE HAVE NO BANANAS (HB V)
WHEN IT'S BLOSSOM TIME IN OLD CAROLINE (HB V)

3★ 5853 Red River Dave
WHEN IT'S SPRINGTIME IN THE ROCKIES (HB V)
MY RED RIVER VALLEY HOME (HB V)

4★ 3277 Connie Boswell
BLUE LOVEBIRD (V)
ORCHIDS FOR REMEMBRANCE (V)

3★ 3278 Bobby Byrne
WHEN THE SWALLOWS COME BACK TO CAPISTRANO (FT VC)
STOP PRETENDING (FT VC)

3★ 3279 Bobby Byrne
ORCHIDS FOR REMEMBRANCE (FT VC)
CAN'T GET INDIANA OFF MY MIND (FT VC)

3★ 3283 Louis Armstrong
HEP CATS' BALL (FT VC)
LAZY 'SIPPI STEAMER (FT VC)

3★ 5864 Red River Dave
SIERRA SUE (V)
HER NAME WAS ROSITA (V)

4★ 3280 Jimmy Dorsey
I BOUGHT A WOODEN WHISTLE (FT VC)
BLUE (FT VC)

4★ 3268 The Jesters
McNAMARA'S BAND (VN FT)
SHE LIVED NEXT DOOR TO A FIREHOUSE (VN FT)

4★ 3269 The Jesters
IT'S THE SAME OLD SHILLELAGH (VN FT)
MUSH-MUSH-MUSH (VN FT)

3★ 3270 Jimmy Dorsey
WHERE DO YOU KEEP YOUR HEART (FT VC)
SHADES OF TWILIGHT (FT VC)

3★ 3271 Bob Crosby
SHORTENIN' BREAD (FT VC)
EMBRACEABLE YOU (FT)

2★ 3272 Woody Herman
HERMAN AT THE SHERMAN (FT)
JUKIN' (FT)

3★ 5847 Jimmie Davis
WHY SHOULD I BE TO BLAME (HB V)
IT'S HARD BUT IT'S TRUE (HB V)

5★ 3257 Bing Crosby
I'M WAITING FOR SHIPS THAT NEVER COME IN (VC)
CYNTHIA (V)

5★ 3258 The Ink Spots
WHISPERING GRASS (V)
MAYBE (V)

3★ 3259 Jimmy Dorsey
ALL THIS AND HEAVEN TOO (FT VC)
IF I FORGET YOU (FT VC)

3★ 3261 Glen Gray
CORAL SEA (FT)
WHEN BUDDHA SMILES (FT)

4★ 3263 Harry Horlick
MY WONDERFUL ONE (W VC)
PARADISE (W VC)

3★ 5845 Village Boys
I'LL COME BACK TO YOU (V HB)
DAISY MAY (V HB)

3★ 5846 Ernest Tubb
I'LL NEVER CRY OVER YOU (V HB)
YOU BROKE A HEART (V HB)

OKEH

3★ 5658 Frankie Masters
MY GREATEST MISTAKE (FT VC)
WAIT TILL I CATCH YOU IN MY DREAMS (FT VC)

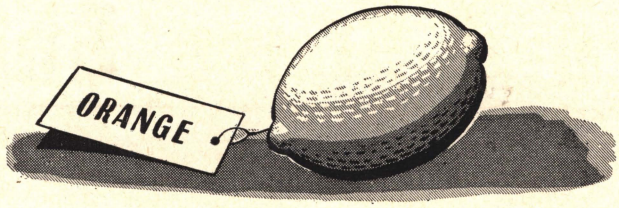
3★ 5659 Ray Herbeck
ONCE IN A LOVETIME (FT VC)
WHAT GOOD'S THE MOON? (FT VC)

Plaudits

THE REVIEW:

Here is a buck for your magazine. Your record Score Sheet is very valuable to any operator.

W. A. Derby,
Portland, Maine.



The Tag says "ORANGE" but you know it's a "LEMON" when you taste it!

Many phonograph needles have proved to be "lemons" in spite of high sounding claims. The only needle that has actually delivered profitable performance and consistently dependable service is the 2000 play PERMO POINT. For years PERMO POINTS have given operators longer record life, truer reproduction, more perfect tone and, in addition, up to $10.00 of revenue per penny of needle cost. That's why the nation's most prosperous operators insist upon PERMO POINT. That's why PERMO POINT is the only needle recommended by every phonograph manufacturer.

Permo
PRODUCTS CORPORATION
Manufacturing Metallurgists
6415 Ravenswood Ave. Chicago, Illinois

PERMO POINT

2★ 5662 Del Courtney
GOODNIGHT AGAIN (FT VC)
A LAZY LACK-A-DAISY MELODY (FT VC)

3★ 05651 Louise Massey
IT'S A LOVELY DAY TOMORROW (V FT)
LONELY ROSE (V FT)

4★ 05652 Bob Atcher and Bonnie Blue Eyes
SEVEN BEERS WITH THE WRONG MAN (VN)
I'M NOT COMING HOME TONIGHT (VN)

3★ 5646 Ben Bernie
IT'S THE LAST TIME I'LL FALL IN LOVE (FT VC)
DOWN BY THE O-H-I-O (FT VC)

3★ 5647 Joe Sullivan
I'VE GOT A CRUSH ON YOU (FT VC)
COQUETTE (FT)

4★ 5649 Henry Russell
SIERRA SUE (V)
HER NAME WAS ROSITA (V)

4★ 05650 Louise Massey
TENNESSEE FISH FRY (FT V)
WHAT YOU GONNA DO WHEN THE RENT COMES 'ROUND (OT VN)

3★ 5627 Gene Krupa
BLUE RHYTHM FANTASY I (FT)
BLUE RHYTHM FANTASY II (FT)

4★ 5628 Dick Jurgens
A MILLION DREAMS AGO (FT VC)
AVALON (FT VC)

4★ 5629 Count Basie
GONE WITH "WHAT" WIND (FT)
BLOW TOP (FT)

3★ 5630 Frankie Masters
SWEETHEART, SAY WHEN (FT VC)
ORCHIDS OF REMEMBRANCE (FT VC)

3★ 5631 Jack Leonard
WHEN THE SWALLOWS COME BACK TO CAPISTRANO (V)
ALL THIS AND HEAVEN TOO (V)

3★ 5633 Al Donahue
GET THE MOON OUT OF YOUR EYES (FT VC)
I'M HOME AGAIN (FT VC)

4★ 5634 Tommy Tucker
I'M NOBODY'S BABY (FT VC)
BUDS WON'T BUD (FT VC)

5★ 5635 Tiny Hill
I'M KNEE DEEP IN DAISIES (FT VC)
FIVE FOOT TWO, EYES OF BLUE (FT VC)

2★ 5636 Ray Herbeck
CAN'T GET INDIANA OFF MY MIND (FT VC)
TRADE WINDS (FT VC)

3★ 5622 Hoosier Hot Shots
PHIL THE FLUTER'S BALL (VN)
SHIRLEY (VN)

VICTOR

3★ 26668 Alec Templeton
MARY HAD A LITTLE LAMB (Piano VN)
BODY AND SOUL (Piano)

2★ 26665 Xavier Cugat
WHATEVER HAPPENED TO YOU (FT VC)
THE RHUMBA-CARDI (Rumba VC)

3★ 26666 Tommy Dorsey
ONLY FOREVER (FT VC)
TRADE WINDS (FT VC)

3★ 26667 Wayne King
A MILLION DREAMS AGO (FT VC)
ONE LOOK AT YOU (FT VC)

4★ 26662 Hal Kemp
THE BRIDE COMES HOME (FT VC)
WORKOUT (FT)

3★ 26663 Sidney Bechet
OLD MAN BLUES (FT)
NOBODY KNOWS THE WAY I FEEL DIS MORNIN' (FT)

4★ 26664 Kenny Baker
A PRETTY GIRL IS LIKE A MELODY (V)
REMEMBER (V)

3★ 26659 Wayne King
SOUVENIR DE VIENNE (W)
BECAUSE (W)

3★ 26660 Tommy Dorsey
AND SO DO I (FT VC)
THE ONE I LOVE (FT VC)

2★ 26661 Xavier Cugat
NUEVA CONGA (VC)
RUMBA RUMBERO (VC)

• •

"They're an ideal couple. She stands for anything."

"Yes, and he falls for anything." ◆

Here's why
Thousands Have
Switched to the
4000 Play

PFANSTIEHL NEEDLE

NO BREAK IN PERIOD
A special high polish applied to the needle point gives the equivalent effect of actually having played 3 or 4 records. A further reduction in record wear.

NEEDLE MUST NEVER BE TURNED
One side of staff is purposely made flat to prevent turning. Reduces time of servicing.

ROUND POINT
Assures truer tone with less record wear.

POINT WILL NOT BREAK OFF
The special Pfanstiehl alloy point won't break off even under the hardest service.

4000 PLAY
The Pfanstiehl needle costs you less and saves you more per 1000 plays. Order your supply today.

PFANSTIEHL CHEMICAL COMPANY
Metal Division
105 Lake View Avenue, Waukegan, Illinois

Bill Bye, Wurlitzer District Manager for the Western States, pays a visit to the luxurious offices of the Wolf Sales Company in San Francisco and gets a welcome ear for his Bar and Wall Box story. In the picture are, left to right, Wolf Reiwitz, Al Meyers, Chick Roberts, Al Roberts and Bill Bye. Meyers is a new salesman for Wolf Sales.

TEXAS

"IT'S A BOY" FOR PIRAINO . . . RCA DISTRIB. DINES OPS . . . WIRED MUSIC SWEEPS STATE . . . PIONEER SALES OPENS . . . FLOODS CAUSE HEAVY LOSSES.

By JOHN G. WRIGHT

HOUSTON (RC)—Joe Piraino, Houston music operator, is the "Old Man" now and plenty proud of it. He has a boy, Sam Joe, Jr., born last month.

The July Social meeting for Houston musicmen, held at the Milam building the second Thursday evening was well attended. Ernest Gates, W. O. Rabe, Jack Armstrong furnished the refreshments and Bill Peacock was again called upon for entertainment.

George Wrenn, of Houston, and his brother L. E. Wrenn, of Williamson, W. V., together with their wives recently toured Texas and parts of Old Mexico on a combined vacation and business trip. During the trip George made a survey of Texas on the possibilities of the new Keeney wall box and reported the outlook as promising.

About forty South Texas operators and their families were recently entertained at a prominent night club by Straus-Frank Company, distributors for RCA Victor records. Ben Collins is manager of the record department of this company and Bert Bruce his assistant.

John G. Wright

Rental automatic phonographs and marble tables furnished music and entertainment for the Young Democrats Jamboree, an outstanding political gathering in Harris County. Phonographs were used extensively over the entire State during the past campaign to entertain the crowds before speaking began and afterwards while watermelon eating, drinking, card passing, and hand shaking were in order.

Wired music is going strong in Texas. A group of operators visited the set up at Albuquerque, N. M. and within a month the system was established in the cities of El Paso, Alice, Kilgore, San Antonio, and Houston. Operators reported 300% to 500% increases after locations had been wired, and predicted that even after the novelty had worn off each location would show a substantial increase. Ken Wilkinson, of United Amusement Company, San Antonio, has supervised the wired music system in all the cities named.

Southwestern Music Corporation in Dallas, with offices in principal Texas cities, is exclusive distributor in the state for Miracle Point phonograph needles, manufactured by M. A. Gerett Corporation. H. J. Rettke is the M. A. Gerett Corporation Southwest territory representative.

One of the newer coin machine firms is the recently opened Pioneer Sales Company of Dallas. C. O. Drollinger, son of the well known Harry Drollinger, and C. E. Wamble, also well known over the state, are in charge of the new concern. They will distribute Keeney amusement games, remote control music systems and other items for the operator.

Prospects are unusually bright for the territory including Waco, Temple, Cameron, and towns between. Bumper crops in a country chiefly dependent upon farming, is the reason. Legal equipment only is operated in the territory.

Decca Distributing Corporation sponsored the personal appearance of three of their recording artists; Glen Gray, Kenny Sargent, and Pee Wee Hunt, in several Texas cities during July.

Several operators lost heavily in the recent Southwest Texas floods. Joe Pavlu, of Halletsville, lost eleven phonographs including a brand new Rock-Ola; H & D Phonograph Company of Schulenburg, and Frenchy Carte, of Cureo, lost two each; and many other operators in towns on the Colorado river sustained numerous losses and heavy damages to their equipment. ◆

St. Louis

SUMMER BIZ KEEPS OPS FROM VACATIONS . . . NEW STUNT IN DRIVE-IN BUILDS PHONO TAKE . . . PICNIC HELD . . . ROYAL NOVELTY OPENS . . . CIG TAX STICKS

By ROBERT LATIMER

ST. LOUIS (RC)—After a summer remarkable for the absence of St. Louis' notoriously hot weather, the coin machine industry is taking the heat wave which moved into the city in late July in stride; with operators reporting collections off only in a few cases, and in most improved. Given credit for the upturn in location profits for this summer is the wide spread of air conditioning for taverns, hotels and restaurants, driving people inside where machines are the logical form of amusement. Pintables are leading the field, and the phonograph returns are commensurate.

Chain of Rocks Inn here, a drive-in beer garden, has developed a clever idea with a "music menu" which is clipped to the beverage and food menu brought by waitresses to customer automobiles. A new Wurlitzer inside the Inn is connected to eight amplifiers concealed in the branches of trees in the garden section, so that the customer may check off favorite discs, and have them charged to his total bill. The success

(*See ST. LOUIS, page 49*)

Operators

APPRECIATE MACHINES CLEANED, CHECKED and GONE OVER THOROUGHLY BEFORE SHIPPING

WE OFFER THE FOLLOWING

Seeburg Chicken Sam Console Models..... **82.50**
Western Baseball 1940 DeLuxe Model Brown Cabinet Free Play..... **92.50**

Evans Ten Strike (Excellent Condition)	$84.50
Rock-Ola Ten Pins	79.50
Bally Bulls Eye	94.50
Gottlieb Skeeballette	92.50
Daval Bumper Bowling 7-ft.	39.50

ONE BALL PAYOUTS WITH J.P.

Bally Hawthorne	$69.50
Bally Thistledown	69.50
Bally Gold Medal	79.50
Bally Grand Stand	84.50
Bally Sport Page No. J.P.	54.50
Mills 1-2-3 No. J.P.	49.50
Mills Hi Boy No. J.P.	54.50

CONSOLES

Evans Lucky Lucre	$130.00
Keeney Triple Entry	135.00
Jennings Parlay Races	44.50
Jennings Good Luck	49.50
Exhibit Long Champ (Small Console)	42.50
Bally Saddle Club	59.50

SPECIAL NOTE

SPECIAL NOTE!! We have in stock 1200 Free Play Novelty Games at Special Low Prices. Additional deductions will be allowed for quantity purchases. Write—Wire—Call—For Immediate Shipment.

MONARCH COIN MACHINE CO.

1731 Belmont Ave. (Cable "MOCOIN") CHICAGO, ILL.

Kansas City

CIGARETTE TAXES PLAGUE OPS . . . FANS AT MACHINES BOOST PLAY . . . DANCE INSPECTION FEE IRKS MUSIC SPOTS . . . TABLES GOING BIG . . . GOOD BUSINESS KEEPS VACATIONS SHORT.

By B. K. ANDERSON

KANSAS CITY, MO. (RC)—The best summer business in years is the average of total opinion in coin machine ranks in the Western Missouri Valley. Novelty tables continue to make strong gains and most leading operators are planning to use them with automatic music as "Leaders" in their fall business campaigns.

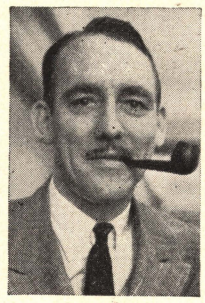
With most firms reporting their profits way in excess of any summer in the last five years, a few tricky problems still cling to the picture. The first of these is the increased tax on cigarettes. When the city of Kansas City followed the state of Kansas in adding to the already overburdened, for a tax standpoint, cigarettes, operators believed that the taxation limit had been reached. But that situation has again been changed by the new National Defense Act.

In the past when cigarette operators in this territory tried merchandising the packs for 18c or 17c by returning 2c or 3c with the package and thus requiring that the customer deposit 20c in the machine, their efforts met with little success. Cut rate drug stores and other merchants began using cigarettes for "Leaders" and selling them for 15c thus underselling the vending machines by enough margin to take away most of their trade. Although the merchants in this case seldom experienced any actual loss at the 15c price, in that they were drawing trade into their place of business, they also did very little in the way of making a profit.

At this time operators were not slow to see what was going on and took the same story to their locations. They said, in fact, "We can't pay you any commission by selling from the machine at 15c, but by keeping the machine here you can attract more people into your store. The machines will pay us less than they have before even with this taken into consideration. Our idea is to leave the machines in, hold our trade, and see if we can't figure something out."

Quite a few months have passed since operators took this stand. The picture has not improved and now it has become worse. There isn't a cigarette operator in the Kansas City area that is sure what price he is going to use two months from now but most of them have pretty much settled on the same policy. It is this:

Where the location keeps the machines simply as a convenience to customers the machines will vend popular brands, including Philip Morris, for 17c via the return of 3c method, when 20c is deposited in the machine. In this operation the location will get his regular commission. In other locations where the business depends on cigarette sales to help draw the trade, the price will remain at 15c with the operator paying no commission. Many machines also are being equipped with 10c brands which retail for 12c via the coin return method.



B. K. Anderson

Another point the Coin Machine Operators' Association of Kansas City is attempting to straighten out is the new City Dance Permit Ordinance. According to this new regulation, all businesses which have phonographs or radios on the premises and allow dancing must be inspected by the local Welfare Department once or more each week depending on the size of the floor and amount of trade. The charge for this inspection is $1.00 per trip and this amounts each week to not less than $1.00 and not more than $7.00.

Of course, in the better locations this is a small item and the expense is being borne in most cases by both the operator and location. But in the smaller locations, where most operators keep their older equipment, it presents a real problem. Many of these locations have asked that the machines be taken out because they are afraid to gamble that it will pay for these inspections. Others are keeping them in and asking the operators to share in the cost. In a few cases this latter is being done with the hope that the commission, inspection fee and cost of maintaining the machine will be paid by the coin box receipts.

However, many of the older phonographs are coming in off location and these marginal stops eliminated from the routes. This, so far, has resulted in the dark side of the picture by forcing down the price of the older phonographs in the local market.

In looking at the entire local coin machine picture, however, these two difficulties appear small. Kansas has had one of its best wheat crops in years and as is usual business in that district has taken its regular annual spurt. Reports reaching Kansas City from Wichita, Dave Marion's headquarters and the home of Messrs. Crummitt and

— TURN TO PAGE 38 —

We're Going Fishing!

YESSIR . . . another 12 months have rolled around and it's time to lock up shop, polish up the old rod and reel and enjoy a bit of deep sea fishing. Therefore THE COIN MACHINE REVIEW offices will be closed from

Sept. 12 to 30

while the staff enjoys the regular yearly vacation. We'll be back Tuesday, October 1st, sporting aching muscles, sunburns, mosquito bites, etc. and be ready for the big October issue.

Jane Withers, 20th Century Fox star, on a visit to Ocean Park Pier made it a point to visit the new World's largest Sportland Arcade. In the top photo Jane is saying a few words to her admiring throng. Talk about crowds at a picnic . . . Jane was practically stampeded. Center shows Jane enjoying a Western Baseball. Bottom photo shows impressive front of the mammoth Sportland Arcade.

Gerber Sportland Arcade Has Gala Opening in True Hollywood Style

OCEAN PARK, CALIF. — The colossal movie openings and premieres in the film capital have nothing on Paul Gerber and Max Glass who staged a super-deluxe opening for their new Sportland Arcade on the Pleasure Pier at Ocean Park on Tuesday evening, July 30th.

Lights, music and entertainment were provided for the hundreds upon hundreds who stormed the place to see the vast array of coin-controlled amusement devices and try each of them.

Jane Withers, film idol of millions, was the guest of honor and accommodatingly posed for photos with various celebrities and prominents of the Coin Machine Industry.

The new Gerber and Glass Arcade is a revelation in Arcade management. Machines of like nature are grouped together in various parts of the Arcade so that a patron desiring a certain type of machine has several makes or models of that particular favorite available for his pleasure. There are post card machines, Mutoscope motion picture machines, hockey, ski, bowling, ray gun, machine gun, grip tester, love meters, pool, basketball, golf, baseball, fortune telling machines in wide assortments scattered all over the former Egyptian Ballroom.

The Arcade bears a carnival atmosphere with multi-colored balloons strung near the ceiling throughout the rooms.

A soda fountain lines one side of the establishment and lounge rooms are provided for ladies and gentlemen.

The Arcade is probably the best equipped in the United States and will no doubt become the Coin Machine showplace of the West within a very short time. ◆

MARBLE GLO
Originals in Imported Finishes.
Factory Duplications
•
Cabinets Re-built and Re-finished for Wired Music
•
GET OUR PRICES FIRST!
HERRING REFINISHING CO.
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DR. 4010

VOCA-TELE
WIRED MUSIC
1107 NO. HIGHLAND AVE.
LOS ANGELES, CALIF.

Packard Keeps Kennedy Busy

FORT WAYNE, Ind.—Don Kennedy of Packard Manufacturing Corporation, this city, is probably one of the busiest men in the music machine industry today.

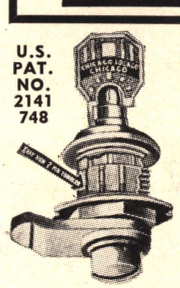
Not only is Don in constant contact with phono ops from all over the country arranging for shipment of the Heads-Up-Selectors of the firm, but, he is also at work answering the many letters which music ops are writing in to learn more about the plans of the Packard Manufacturing Corp.

Don is one of the better known and best liked men in the industry. He knows the music machines from their proverbial A to Z. He is well acquainted with the problems of the phono ops and wants very much to help them in every way possible.

Don reported, "We are trying our best here at Packard Manufacturing Corporation to meet the requests of the many operators who write us each day. We feel that everyone of the music operators knows that Homer E. Capehart plans for their best interests at all times. We also believe that these ops realize that whatever Capehart will present will be of value to them in every way.

"At the present time the greatest amount of energy expended each day is to assure those ops who are ordering Heads-Up-Selectors that they will be shipped just as fast as we possibly can ship them. This product has met with the approval of the music operator. It is the type of product that could be best produced by Homer E. Capehart to bring the music operator just what he needs to help him toward better profits." ◆

Chicago "ACE" Lock's Exclusive, Patented Features Assure:
"UTMOST Security —LOWEST Cost"



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Only the Ace ROUND Key Opens It

Note patented 7-Pin Tumbler construction. Only the properly notched Ace ROUND Key will properly engage *all* 7 tumblers to open the famous Chicago ACE Lock. Can be keyed alike. Write for free catalog of complete CHICAGO Line.

CHICAGO LOCK CO.
2024 N. Racine Ave., Dept. 98, CHICAGO

Only MAESTRO

THE PIONEER OF WIRED MUSIC

Can Give You the Protection of

BOTH

1. Licensed by Electrical Research Products Inc., under U. S. patents of American Telephone and Telegraph Company and Western Electric Company, Incorporated.

2. Installation and service by the Altec Service Corporation—the nation wide organization of telephone and sound engineers with offices in every key city in the United States, who are the acknowledged leaders in the service and installation of sound equipment.

There is NO substitute for MAESTRO engineering — MAESTRO quality — MAESTRO field experience — sensational MAESTRO cabinets and lighting effects.

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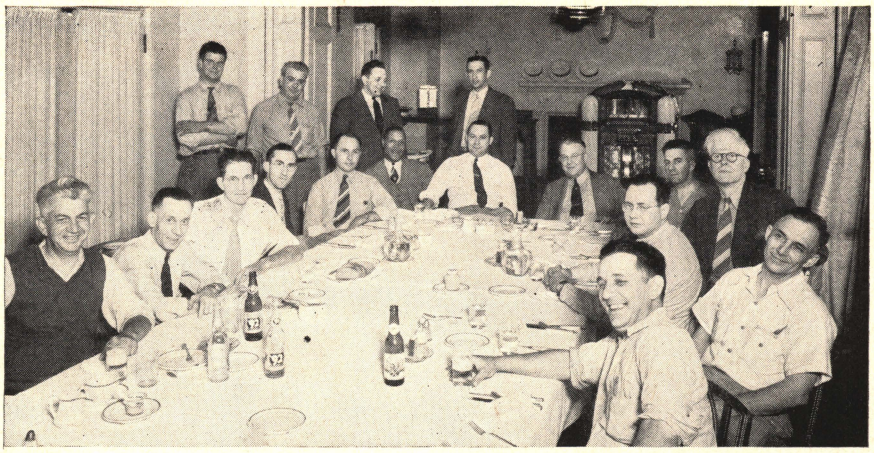
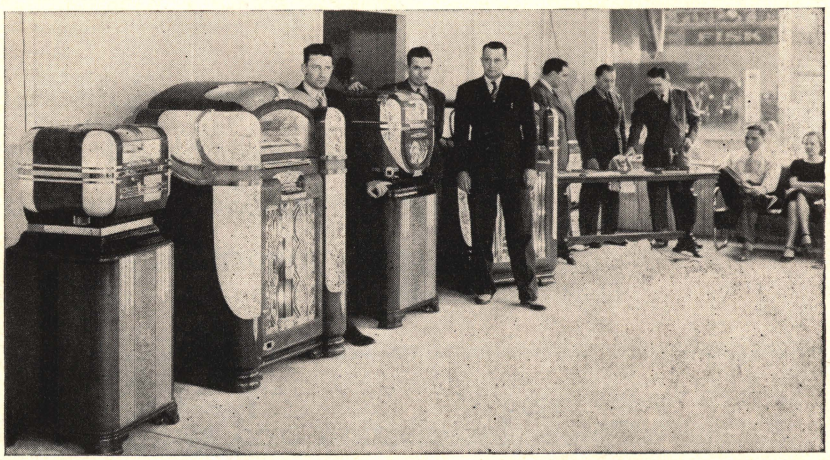
Pictorially Speaking



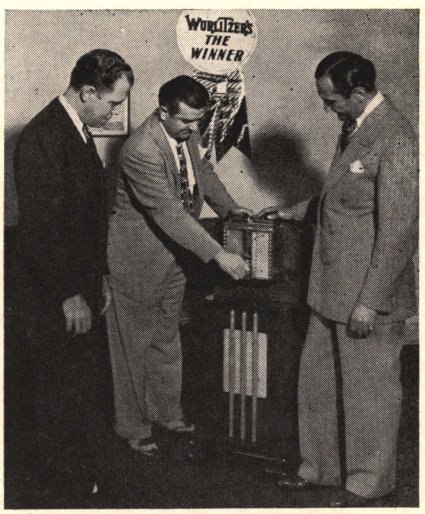
To celebrate the hot spell in Kentucky Fred Barbee, Wurlitzer District Manager for Indiana and Kentucky, and J. E. Cobb, owner of Kentucky Springless Scale Company, Louisville Wurlitzer Distributors, threw a luncheon for the boys at the Brown Hotel. Subject of the meeting was Wurlitzer Remote Control Equipment versus all competition. Reports say the matter was easily decided.

Charles I. Fishel of Fort Worth, Texas, has been appointed by Homer E. Capehart, President of Packard Manufacturing Company, Fort Wayne, Ind., as district manager for the states of Louisiana, Mississippi, Alabama, Tennessee, and the four counties around Pensacola, Florida. Charley held some high positions with Mills Novelty Company for seven years and was associated with The Rudolph Wurlitzer Company for a short period of time. He will shortly move to Birmingham or Montgomery to be in closer contact with his territory.



What the camera caught at the offices of Commercial Music Company, Wurlitzer Distributor of Little Rock, Arkansas, you see above. Wurlitzer Music Merchant Lloyd Ponder of Little Rock is in to order 100 new Wurlitzers—Jimmie Martendale, Commercial's office manager; Joe Williams, Commercial's live-wire President; Joe Adair of Eldorado's A & B Music Company; and seated—Joe Adair's partner Joe Barousek (together they have just orderd 50 new Wurlitzers) and Miss Hickman, Secretary of Commercial Music Company.

Harold V. Smith, Wurlitzer Music Merchant of Curwinsville, Pa., recently signed one of the largest orders yet received by Wurlitzer for its Counter Model Phonographs. Placed through Banner Specialty Company, Wurlitzer's Pittsburgh Distributors, it was accepted, as pictured above, by Harry Rosenthal, Banner executive.



As if they didn't know! Bill Bye, Wurlitzer Western District Manager, demonstrates the Stroller to "Mike" Hammergren, Wurlitzer general sales manager, on left, and Art Freed, of California Simplex Distributing Company, in the firm's Los Angeles Offices.

MUTOSCOPE'S SKY FIGHTER

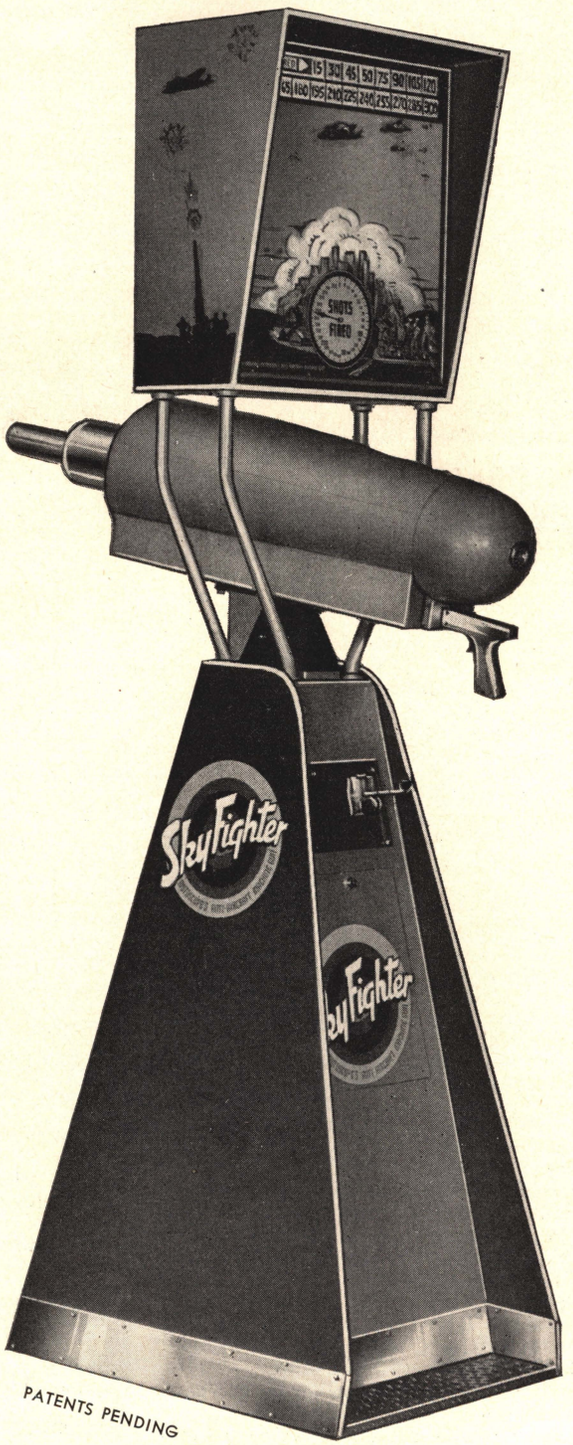
TRADE MARK

STANDS OUT AS THE ANTI-AIRCRAFT MACHINE GUN THAT STANDS UP!

SKY FIGHTER is built as solidly as a fine car . . . **built to last for many years of big profits!**
Here is a machine whose amazing success is proven by 9 MONTHS of record-breaking, trouble-free test operation at the great New York World's Fair.
RIGHT NOW IS THE TIME to get in on SKY FIGHTER profits—and feel secure that SKY FIGHTER will be **working flawlessly** and attracting streams of coins long after you first put it on location.
SKY FIGHTER is a super thriller . . . vividly, realistically duplicating the action of an anti-aircraft machine gun as it spits shots at enemy planes! Cash in on the "trigger finger" itch that everyone has! Especially these days, SKY FIGHTER IS THE MONEYMAKER YOU **MUST** ORDER . . . NOW!!

TWELVE IMPORTANT ADVANTAGES FOUND **ONLY** IN SKY FIGHTER

1. NO SCREEN! No, sir — not for SKY FIGHTER. It's all one complete, portable unit. You don't need an auditorium to place a SKY FIGHTER — it takes up no more floor space that a pin game! And that means more and better locations are easier to get.
2. NO PHOTO ELECTRIC CELLS! Nothing to get out of order.
3. STRICTLY LEGAL! A guaranteed high speed, long time moneymaker in every territory.
4. FITS INTO FINEST LOCATIONS! SKY FIGHTER is a handsome, easy-to-place machine welcomed in fine spots "for the sport of it."
5. COMPLETE SELF - CONTAINED UNIT. No individual sections that must be set up in different parts of the location.
6. ENTIRE SET - UP: ABOUT 30 INCHES X 23 INCHES! Actually less floor space than a pin game!
7. CAN BE PLACED IN ANY POSITION ON ANY LOCATION. SKY FIGHTER doesn't interfere with any previous arrangement of the location. Fits anywhere.
8. 300 SHOTS IN 30 SECONDS! By far the fastest, most spine-tingling action ever created.
9. 300 HITS POSSIBLE! Player becomes expert enough to get those big scores they go for. Even an average player gets enough hits to make it interesting.
10. REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED! SKY FIGHTER is the next thing to the real thing. Flaming, falling planes . . . bursting, multi-colored light flashes. It gets 'em!
11. LIFETIME CONSTRUCTION. Backed by 45 years of "knowing how."
12. A special precision built, dependable, double duty, mechanism (built to last for years and years of heavy play) especially created for Sky Fighter! Not thrown together parts.



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FRED E. McKEE FACTORY REPRESENTATIVE, 2041 KENNETH ROAD, GLENDALE, CALIF.

THIS WEEK'S **GREATEST BARGAINS!**

Keeney's ANTI-AIRCRAFT MACHINE GUN.....$139.50
Seeburg's "CHICKEN SAM" RAYOLITE GUN..... 84.50
TOM MIX GUN, Perfectly Reconditioned..... 49.50
Gottlieb's SKEE BALLETTE, Free Play Model..... 69.50
Evans' TEN STRIKE, Like New..... 87.50

Here's Real Value in **PAYTABLES!**
Center Smash
College Football
Daily Races
Lite-A-Pair
Miss America
Top 'Em
Winner
$12.50 EA.

1939—Latest Model Western's BASEBALL ONLY 109.50
Free Play—Payout Comb. Guaranteed Like New!

HUNDREDS OF FREE PLAYS! WRITE FOR PRICES!

RECONDITIONED REFINISHED **PHONOGRAPHS** PRICED FOR A QUICK SELL-OUT

WURLITZER
P-30—12 Records $24.50
P-12—12 Records 32.50
61—Illum. DeLuxe Counter Mod. 87.50
312—12 Records 37.50
412—12 Records 39.50
600-A—24 Records, Slug Proof 154.50
616—16 Records 64.50
716—16 Records 61.50

ROCK-OLA
STANDARD—20 Records $144.50
LATEST MODEL COUNTER PHONOGRAPH—12 Rec... 104.50

1939 Luxury Lightup—20 Rec. 149.50

SEEBURG
MODEL A—12 Records ..... $ 29.50
MODEL B—12 Records 32.50
K-20—20 Records 79.50
GEM (1938)—20 Records 127.50
CASINO ('39)—20 Records.. 149.50
PLAZA ('39)—20 Records.... 154.50
CLASSIC Marbleglo—20 Rec. 182.50

MILLS
DANCEMASTER—12 Rec. $17.50

Title Strips, 40c Per 2,000
Illuminated Grills, $8.50

SEND FOR COMPLETE BARGAIN GUIDE! America's largest selection of coin controlled machines, reconditioned to operate and look like new! Terms 1/3 Deposit, Balance C.O.D.

ATLAS NOVELTY CO.
The House of Friendly Personal Service
2200 N. Western Ave., Chicago—America's Largest Distributor
ASSOC. ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT
OFFICES • ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

22 Photomatics At N. Y. Fair

NEW YORK.—Featuring 22 Photomatics, at the Exhibit area, excluding those in the Amusement area the sensational automatic picture taking machines, at the New York World's Fair, 1940, International Mutoscope Reel Company, Inc., Long Island City, are not only proud of the phenomenal play these machines are getting daily but also of the tremendous publicity which has since accrued in the press all over the nation because of the machines all over the Fair grounds.

One outstanding example is the Photomatic at the Railroads on Parade building where high railroad magnates have commented on the machine and have asked that more be placed about the building for the benefit of visitors.

Another spot where the Photomatics are getting great action is in the Aviation Building where interest is at high pitch these days due to the displays of the new Army and Navy bombers, scout and pursuit planes as well as the bombs which these ships are carrying. The public flock here to see this unique display so currently interesting and before leaving the building walk out with a souvenir photo of themselves completely framed from Photomatic machines with the Aviation Building name on the back of the frame.

Automatic built-in stores, all over the grounds feature two Photomatics each. These are tremendous attraction getters. In fact, when the other exhibits are closed at about 10:00 A.M. these are the only stores still open and getting a play until 2:00 A.M. in the early morning.

The official fair receipts for the 22 Photomatic machines for the first ten weeks of operation show $21,343.64. This is an average of better than $97.00 per week gross per machine for the 22 machines now in operation. ◆

Stoner Announces New "Double Feature"

AURORA, ILL.—C. R. Adelberg, Sales Manager of the Stoner Corporation, is feeling mighty proud with the introduction of their new game, "Double Feature." Adelberg reports that the distributors and operators who have already seen it are not only enthusiastic about the game but are literally swamping them with orders.

Eddie Ginsburg, Atlas Novelty Company official, after visiting the Stoner factory to see "Double Feature" hurried home and lost no time in telling their operators about it.

Adelberg in commenting on the new game said that one of the greatest features of "Double Feature" is its many ways to win. "It's really different, and a game that is certain to make a hit in every location."

"Double Feature" offers the players two ways to play. If he plays one nickel he tries to beat the high score, after which skill points are awarded. There is an extra award light that awards a skill point if contacted when lit. However, if a player prefers to play for two nickels he can play for high score or "lights out". In addition he has the opportunity of winning the big extra "Double Feature" awards, awards made in addition to the skill points won, and how the players go for these big extra "Double Feature" awards.

"My advice to every operator is to make a point of seeing "Double Feature" and then he will see why we say it is double in every way!" ◆

VOCA-TELE
WIRED MUSIC
1107 NO. HIGHLAND AVE.
LOS ANGELES, CALIF.

Kansas City

(Continued from Page 33)

Mason's new Central Distributing Company, and from Topeka, scene of Vernon Sperry's operations, all tell in glowing terms of boxes that are overflowing as a result of the influx of dollars from the golden grain.

At the Mo-Kan Amusement Company it has been a busy summer. Steve Volgi, formerly a contact man for this firm, is now operating for himself. His place at Mo-Kan has been taken by Harry Ginsberg. Also Miss Kitty Kelly, formerly with the "Music Center," is now handling the firm's office affairs.

At the United Amusement Company the place is a-buzz with manager Carl Hoelzel's new invention, a new "Shim Protector." For several months Carl and several other Missouri and Kansas operators have been trying it out on locations and all give it their stamp of approval. It is designed to prevent the play of machines through the insertion of wires or other instruments into the coin chutes. A solid curved brass piece, it fits over the coin receiver and also aids in rejecting bent coins that might block the mechanism. It is to be distributed on the national market, through United, in the immediate future.

Due to heavy summer business few operators or distributors are getting very far away from home.

Practically all Kansas City operators returning from trips through this area report that the entire Missouri Valley has welcomed back the novelty tables with open arms. In most cases these are simply free-play without any prizes of any kind including high-score. In a few limited areas, west of Missouri, pay-outs and high-score prize stimulators are being used but these are very much in the minority.

Another novel idea in operation of the tables that has come to light lately since the hot weather began sending the mercury up past the hundred-mark, is the placing of electric fans where they will keep a breeze blowing past the machines. In some cases operators are buying these fans and selling them to the locations by taking their cost out of the location's commission. Other operators are convincing the locations of the profitableness of them buying the fans. And in a few cases the operators are supplying the fans and adding them to their regular equipment list. In all events, operators report that the fans do help draw and hold customers at the machine.

At United Amusement Company a touch of the old west has come into the picture with the addition of a wall-size buffalo skin which was recently presented to Carl Hoelzel and now adorns his office.

The Coin Machine Operators' Association of Kansas City has changed from regular weekly meetings at the Hotel President to once-a-month gatherings for the duration of the hot weather. The July meeting was held at Harrison's Chicken Dinner Farm and 24 members were in attendance. August's meeting will be held late in the month at the President on a date not yet decided upon. Any operator wishing to attend this meeting can get the date from any of the Association's officers. ◆

• •

"When Crumpitt died, he left everything to charity."

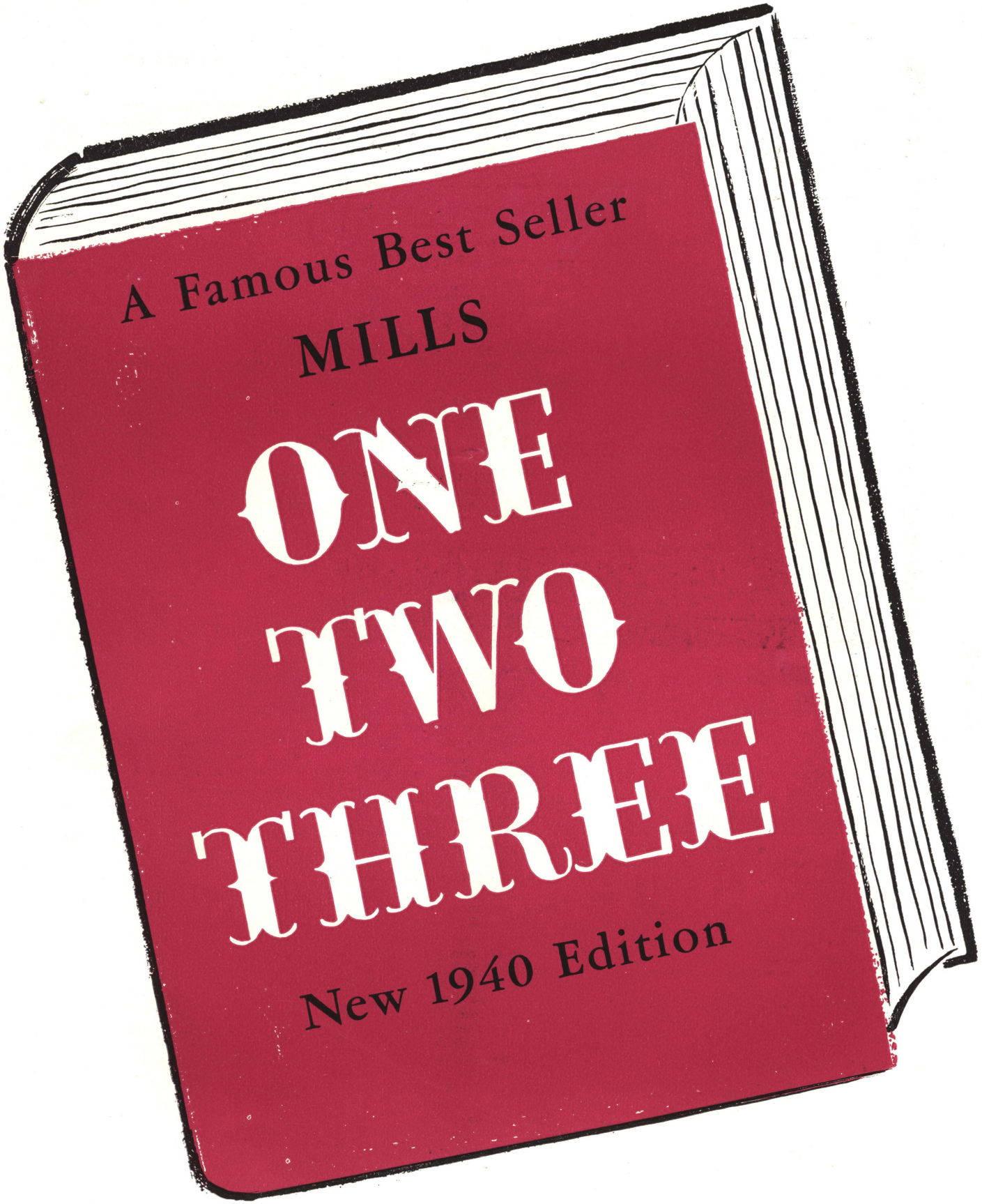
"That so? What did he leave?"

"Widow and four children." ◆

• •

She: "Wasn't that a cute bathing suit Jane wore this afternoon?"

He: "I couldn't tell; her back was turned." ◆



Here is the new edition of the most famous and successful table of modern times. COMPLETELY RE-DESIGNED, ELABORATELY ILLUMINATED, and at least 20% FASTER!

FREE PLAY!

The One-Shot Bell in Table Form for Novelty Territory

New Lighting Action!

The great One-Two-Three has been speeded up so that now it's at least 20% faster. New bumpers, slightly shorter field, insure a quicker game than ever. The reels revolve with the same lazy, tantalizing motion. More appealing than ever before!

New Illuminated Bumpers!

Three sets of four bumpers each. The bumpers move the reels. The bumpers are colored orange, green and white. As soon as coin is dropped the bumpers light up and chrome play field reflects their colors lavishly. Instantly draws an excited crowd!

New Triangular Spinner!

This flashy device has been completely redesigned as a perfect challenge to the player's skill. Convex-shaped and chrome-plated, it picks up and reflects surrounding colors. Slower spin tends to speed up the game. New action and suspense!

New Free Play Feature!

Hit the right Bell combinations and free plays are recorded for future free operation. The Free Play Score is now shown directly below reels. Cancel button conveniently in front. All plays and awards recorded on meters.

New Integrated Light Box!

The light box is now an integrated part of the table cabinet, with built-in appearance. Brilliantly illuminated with twelve separate colors and mirror silver. The reels are given a special spotlighting. The color scheme is flashy but harmonious.

New Mills Master Cabinet!

A table as good as the One-Two-Three is bound to get tremendous wear and tear. The sturdy Mills Cabinet stands up for years. Hardwood with natural birch trim; forest green background with orange, silver, and light green decorations.

MILLS 1·2·3

1940 Model—Manufactured by Mills Novelty Company

The Mills One-Two-Three is a brand-new table, great for operating right now, but when you buy it you aren't taking any chances! Its success is proven by the records of thousands of other operators over a period of nearly three years. It has never failed to earn back its entire cost in a few weeks. It has never failed to draw the crowds and earn phenomenal income at any time it was placed in operation, regardless of how old it was or how long it had been operating in other locations. Thousands of these tables have been in operation for more than two years with never a drop off in their play.

The secret of the One-Two-Three is its *Bell operation*. The single skill shot of the player turns the reels just like his hand, pulling the handle, turns the reels on a counter Bell. The encouragement, action, and psychology of the One-Two-Three are exactly the same as on the Bell. If you believe that a Bell will make big money, then you have to believe that the One-Two-Three will make the same kind of money!

If you haven't yet run this great Bell table, order one now on our famous 10 days' trial. If within 10 days after receipt you believe it hasn't made enough money or if you want to return it for any reason at all, shipping charges prepaid, *your money will be refunded in full*. It's easy, and pleasant, and *safe* to deal with Mills!

Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.

S-649 Printed in U. S. A.

Golden Opportunity Finds Many Operators Unprepared

by H. F. BURT

The unvarnished facts, as proven by the new records in glass, air traffic, motor sales, aero output, air-conditioning, and new building throughout the country are these: We are entering a period of business activity and prosperity—the like of which has not been seen since '29.

Increased payrolls, more and expanded factories, better retail business will provide more locations and added revenue from present locations for the merchandising vending machine operators.

We'll have more taxes it's true, but without question there will be larger profits to take care of them. Those operators who make a sincere effort to meet the demand as needed are the ones who will surely reap the profits.

In 1937 the writer stated in these columns that unless the industry itself cleaned up the unscrupulous high-pressure salesmen promoting a mixture of vending machines and stock selling schemes, the government would do it for them. This as every operator knows, has happened. Today the legitimate operator does not have the competition of this sort that existed in 1936, '37, and '38, and the industry as a whole is on a much sounder basis.

One factor that we urge every operator to bear in mind is, keep your vendors legal —do not mix peanuts or ball gum with gambling. A straightforward legitimate business twelve months in the year will pan more gold than trying to make a border-line gambling machine look legal and run only part of the time.

Every subterfuge has been tried—tickets, tokens, remote pay-offs, semi-skill and what not. In the final analysis with the law they are all failures. We have no opposition to gambling machines as such. If allowed, they return handsome profits, and by all means operate them. We do feel the smaller operators should be warned against jeopardizing his investment and legitimate legal machine route by any fifty-fifty methods.

A clean wholesome vending route is a credit to any community and something to be proud of. ◆

Duggan Buys Seattle's Evergreen Novelty Co.

SEATTLE—The Evergreen Novelty Corporation, located at 114 Elliott Avenue West, was recently sold together with all its physical assets to W. F. Duggan, formerly of Florida. Duggan, with years of experience behind him in all branches of the coin machine business, took over the business on July 29th. Name has been changed to Puget Sound Novelty Company and all new employees taken on.

At the present time the salesrooms and offices are being remodeled and redecorated and Duggan plans to have a $25,000.00 stock of machines of all types within the very near future. A modern repair shop will be operated in connection with his sales work. ◆

Stoner Introduces Theatre Univendor

AURORA—The Stoner Corporation of Aurora, Illinois announces a new model Univendor designed specifically for Theatre operation. The machine is smartly styled and richly finished to harmonize with the most modern theatre decorations, and is proving exceptionally popular with theatre owners. It has the popular and exclusive Univendor assorted merchandise features, the vending of assorted merchandise retailing for 5c, 10c and 15c. This feature has proved exceptionally popular with candy machine operators because the greater selectivity encourages the sale of more than one item to each customer. While compactly designed the machine offers wide selectivity (16 selections) and exceptionally large capacity (320 bars). Other features are the sound-proof operation, the foolproof mechanism, the fluorescent lighting (no heat), the slug rejector coin chute and the ease of servicing. ◆

No New Model Bugaboo with MASTERS

No outdated equipment a few months hence when you climb atop the MASTER profit bandwagon. True, new improvements develop from time to time and are immediately incorporated in the MASTER without materially affecting the general design. We do this to protect YOUR investment! With MASTERS you are always operating the MACHINE OF TODAY!!!

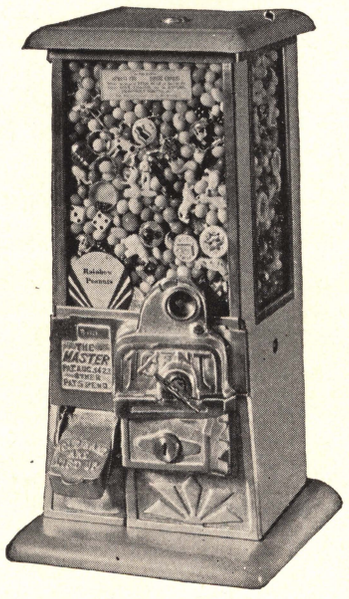
For further details and prices ask

M. BRODIE CO.
2180 Pacific Ave. Long Beach, Calif.

VIKING SPECIALTY CO.
530 Golden Gate Ave. San Francisco, Calif.

Or write direct to

The NORRIS MFG. CO.
553 Wager St., Columbus, O.



Master Novelty
PENNY PLAY

6 RIOTS

Six new arrivals that will put your friends on their well known ear. Clever, clean, and positively riotous. You can have a mess of fun with these gags.

★

1. SAFETY FIRST WINDSHIELD. Protect your dog from cold noses and wintry blasts. A definite wow for any pet owner. Handsomely boxed. 3 for 50c or 19c each.

★

2. FOR THE FASTIDIOUS GENTLEMAN. Cover is cut out in center to show part of a necktie but there isn't a necktie inside. Guaranteed washable. 3 for 50c or 19c each.

★

3. SURE CURE FOR HANGOVER FEELING. Attractive box. When opened it is found to contain a brassiere. 3 for 50c or 19c each.

★

4. NEW SHAVING KIT. "What Every Man Wants." No brush, no lather, no electricity, instead . . . ! Neatly boxed and a peck of fun. 3 for 65c or 25c each.

★

5. AMERICAN HAIRLESS DOG. An overnight sensation. Positively one of the greatest novelties ever introduced. An appropriately labeled shipping case made of wood holds the "dog" which stands erect when cover is open. 3 for 65c or 25c each.

★

6. SOCIAL SECURITY. Colorful self-mailing folder. Looks like a real social security card holder. Contains a pair of miniature panties with a padlock attached. 1½c postage anywhere in U. S. 4 for 50c or 15c each.

★

TRIAL ASSORTMENT: One of each of the above, prepaid to one address....$1

★

LITTLE GIFT SHOP
1115 Venice Blvd.
LOS ANGELES, CALIF.

Los Angeles

NOVEMBER SHOW TOP SUBJECT . . . WOLCHER HOLDS SECRET . . . ALPHA SALES OPENS . . . BYE BUSY . . . CANAAN CLOSES (?) . . . GERBER SPORTLAND THE McCOY

By THE LAMPLIGHTER

LOS ANGELES (RC)—Thanks, thanks and thanks for the slaps on the back over last month's column. We didn't know so many of youse guys like to break into print from time to time. Pass us the dope and we'll put it in the public's (squirt) eye.

Bert Bueter is back on deck at the Paul A. Laymon establishment after a vacation of a couple of weeks. Bert isn't so very sunburned so you make your own deductions as to what he did and where he went. (??)

J. Charles Davis of the advertising department of THE REVIEW has a family that is no slouch when it comes to fishing. Davis and his wife, as well as his two young sons, have bagged trophies and recognition in the $10,000.00 Fishing Tournament being sponsored by the L. A. Junior Chamber of Commerce. Even the youngest Davis lad, just 7, bagged some dandies and got himself written up in all the local rags plus repeated mention on the radio programs.

The Lamplighter

Talking of THE REVIEW staff they certainly get around. Paul Lady, who used to be the helpmate of ye editor and is now advertising chief for Western Publications, took unto himself a bride, Frederica Taylor, on August 4th. Bride works for the *L. A. Examiner*. The happy couple chose San Francisco and the Monterey Peninsula for their honeymoon.

Martha Manning, who someday might call herself Mrs. Bud Smith, made the front page of the *L. A. Times* August 4th. Miss Manning is a stand-in for Claudette Colbert and in an artistic layout she was shown with Claudette. Bud bought enough copies to make it possible for the paper to raise its rates because of increased circulation.

Lou Wolcher, always good for something new, spends considerable time in Los Angeles each month. His trip in July was punctuated with a visit to THE REVIEW during which he revealed some startling information that will put you boys on your ear. The whole story will be told in a swell advertising display in our September issue. We're not kidding but Lou knows what he's doing, he knows the biz from A. to Z. and he's got the goods. Watch and wait, and if you feel nervous, write me and I'll see that Lou gives you a little pre-publication data.

Will P. Canaan, a stormy petrel on the vending machine front for these past many moons, suddenly locked his doors on August 1st. No reason for the closing is forthcoming but rumors are flying fast throughout the Southland.

Arch C. Riddell, prominent in coin machine finance and distributing circles, finally succumbed to the lure of the business and has established an elaborate operation of Wired Music in his home town of Pasadena.

Alpha Sales is the name of the new company formed to handle the sale of Homer Capehart's Packard Manufacturing products in L. A. Clayton Ballard, well known to ops, heads off the Alpha organization and is clicking through with grand sales records on the products so far announced.

And . . . by the way. Were you one of the chosen ones to be invited to Elwood, Indiana, for the Willkie notification ceremonies? Capehart sent a personal invitation to the boys at THE REVIEW but we're so wrapped up in promoting a successful show in November that we can't make the jaunt East.

"Buy from Bye" is getting to be somewhat of a slogan lately. W. A. (Bill) Bye, the grand lad who holds down the Wurlitzer representativeship in the Western States, is really making friends and making them fast. The ops understand Bill. They've taken him unto themselves and he's doing a beautiful job of carrying the Wurlitzer bigger profits story to the boys in the West. We've been plugging for Bill since the start. He's a swell chap, not hard to meet, and easy to get along with once he gets the color of your banners.

The royalty of the coin machine business on the West Coast attended the gala opening of the Gerber Sportland Arcade on the pier at Ocean Park July 30th. Jane Withers, youthful 20th Century Fox star, was on hand and really clicked with the customers. Paul served over 1600 hot dogs, 100 cases of pop and gave away gratis more than 15 gross of balloons and noise makers during the evening. The spot was lit up like a Hollywood premiere and folks did come from miles around.

"Mike" Hammergren, chief lad up at Wurlitzer, dropped in for a look-see during July and W. A. "Bill" Bye, newly appointed district manager, acquainted him with the picture in local operating fields. "Mike" is a swell guy and we hope he makes it for the Show in November.

Sol Gottlieb, who usta be the key man in jobbing circles in the West, has been appointed Eastern Rep. for his brother's company, The D. Gottlieb Company, of Chicago. The best wishes of western ops. go to Sol on his new appointment. Come out for our Show in November, Sol.

Harry Kaplan is back at his usual place at the Southwestern Vending Machine Company. Harry is one of the boys that has come up from the ranks. Starting as an operator, then a manufacturer's salesman, and then for himself . . . he's done a grand job. We don't know of a soul that ever got an unfair deal from Harry.

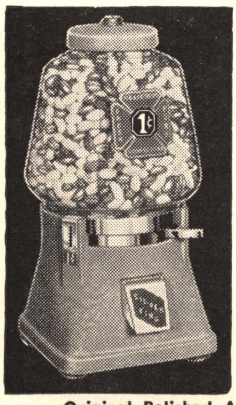
Lee Headley, who used to operate in L. A. a few years back and more recently has decorated the operating scene in Texas, is back with us. Welcome, Lee.

Don't ask Milo Herring about his oil well. Unless of course you want to find out about a good (?) thing.

Until next issue . . . hope I've made friends and NO enemies. ◆

Attention . . . . **VENDING MACHINE OPERATORS**
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
5/8" Ball Gum **PEANUT-SHAPED CHEWING GUM**
3/4" Ball Gum *Will vend in any peanut vending machine also premium ball gum*
U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN

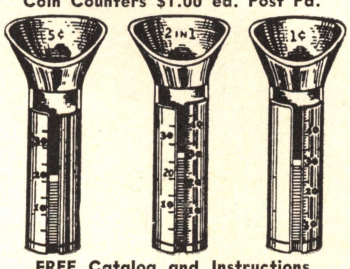
SMART BUT NOT EXPENSIVE
NEW "PRIZE KING"
1100 1/2-IN. BALL GUM
TODAY'S BEST BUYS
5 Lb. "SILVER KING"
$5.50 ea. in lots of 10



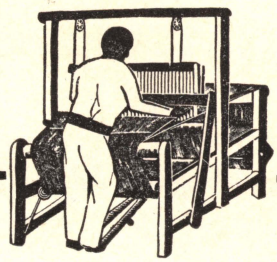
KING JR.
$3.95
Each

Newest, most modern money-maker for all locations. Just the right size for counter or booth. Vends peanuts and small candies, also all types of breath pellets. Capacity 2 lbs. candy. Blue Hammerloid finish.

Original Polished Aluminum Coin Counters $1.00 ea. Post Pd.



FREE Catalog and Instructions
See your Jobber or write
AUTOMATIC GAMES
2422 Fullerton Ave. Chicago, Ill.



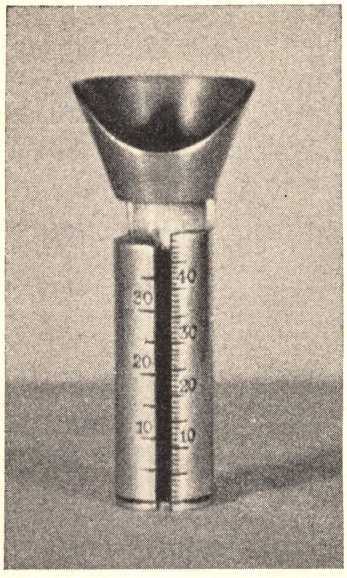
HAND WOVEN
CRAVATS
The Chief

A new 100% hand woven all-wool fabric, embodying the glorious patterns of the Indians of the old West, hand tailored into exquisite cravats especially for us by GRAYCO . . . a name famous for years as the outstanding neckwear stylist in the West.
You cannot miss on these unusual cravats. Everyone is guaranteed. Specify your predominant color preference and we guaranteee our selection to please you. $1.00 each or six for

$5

Shipped prepaid anywhere in the United States. If you don't find these cravats equal to those you have been paying $1.50 each for we will gladly refund your money.

THE LITTLE GIFT SHOP
1115 Venice Blvd.
LOS ANGELES, CALIF.



COMBINATION PENNY - NICKEL

$1.00

●

STRAIGHT PENNY

$1.00

●

STRAIGHT NICKEL

$1.00

●

We pay postage if you send cash with order.

Do you have "Key Troubles"? You can end them by using

VIKING'S "EASY" KEY RINGS

A FEW CENTS WILL BRING YOU KEY COMFORT

SEND IN YOUR ORDER TO-DAY

Manufactured Exclusively by Us and for the Operator

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN TWO SIZES:

No. 5-R (will hold up to 100 keys)——35c each

No. 10-R (will hold up to 150 keys)——50c each

CASH WITH ORDER—WE PAY THE POSTAGE
Postage Added if sent C. O. D.
(U. S. Postage Stamps Accepted)

FULL SATISFACTION ABSOLUTELY GUARANTEED!

Annoyed by ? ?

SLUGS

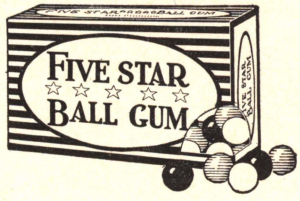
Labels like these, gummed on face, only 15c dozen

VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco

NOTICE

$1000 Fine or 5 Years' Imprisonment is the penalty for using slugs or any substitutes for money in this machine.

—Sec. 5462, Revised Statutes of U. S.
—Sec. 282, Title 18, U. S. Code Annotated



Ball Gum

$6.00 per carton of 5000 gum balls

Free delivery on orders of two cartons.

Full payment with order

Groetchen's Newest!

LIBERTY TOKEN PAYOUT BELL

$32.50

Will Allow $5.00 in Trade on Your Old Counter Game

"MECHANICAL FINGER TOOL" for arranging Charms in Vendors 75c cash with order — postpaid

COIN WRAPPERS

Viking Coin Wrappers are now made in colors. Pennies red, nickels blue, dimes green, quarters orange, etc. These new Viking Coin Wrappers are made of the best genuine Kraft paper and are guaranteed to be unsurpassed in quality. Samples gladly submitted on receipt of 3c stamp.

TUBULAR OR FLAT—$1.00 per Thousand, Postpaid Anywhere. Prices on Larger Quantities on Application.

Collection Books

50 duplicate reports and carbon paper to each book **7c** Each, Postpaid (less than ten—10c each)

IMP

Radio Type Gum Vender. A Natural for Every Operator. Cigarette or Cherry Reels. 5½ x 5½ x 6. IMP has Finest Coin Chute. Will never clog.

PRICE ONLY

$12.50

CARTON OF SIX **$67.50**

F.O.B. SAN FRANCISCO

MERCURY

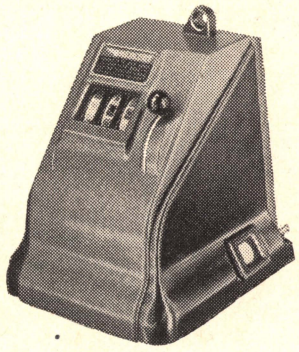
DISCREET MODEL

Operators in closed or difficult territories welcome this Discreet model of MERCURY. Instead of paying out an award token on winning combinations, token is shown behind window on side; after storekeeper has paid reward over counter, he pushes plunger which deposits award token in cash box.

Value of token engraved on both sides, easily read through glass. Change from "Discreet" to "Payout" model possible, also opposite change. Extra parts $1.00.

$32.50

Send order today—attach a Postal Money Order for $5.00 deposit—within a few days you will unpack one of the neatest counter machines you ever laid eyes on—truly a mechanical marvel.



VIKING SPECIALTY COMPANY, Inc.

530 GOLDEN GATE AVENUE **SAN FRANCISCO, CALIFORNIA**

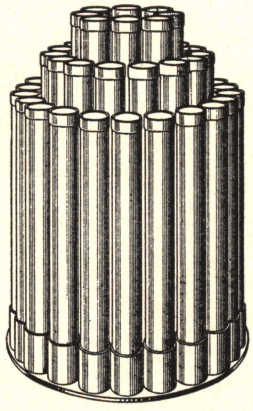
LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

Patents and Trade Marks

The following memorandum relating to patents and trade-marks, is made available through an arrangement had with JAMES ATKINS, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the United States Patent Office and, if no opposition thereto is filed within thirty days after the publication date, the marks will be registered.

We have also arranged with Mr. Atkins to furnish our subscribers with preliminary information respecting their patent and trade-mark matters, the same to be without charge to them. Address your inquiries to Mr. Atkins, advising him you are a reader of this paper, and a prompt report will be sent you.

120,875
DESIGN FOR A COMBINED ADVERTISING AND VENDING DEVICE
Abraham N. Spanel, New York, N. Y.
Application April 3, 1940, Serial No. 91,436.
Term of patent 14 years

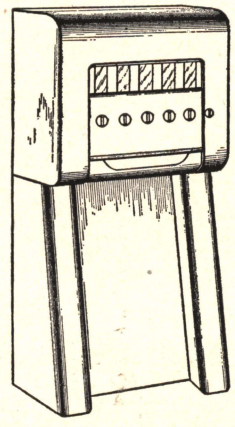


The ornamental design for a combined advertising and vending device, as shown.

2,202,897
COIN-OPERATED DEVICE
Frederick Roy Butherus, Enfield, England
Application September 26, 1935, Serial No. 42,231. In Great Britain October 6, 1934.
6 Claims. (Cl. 194—3)

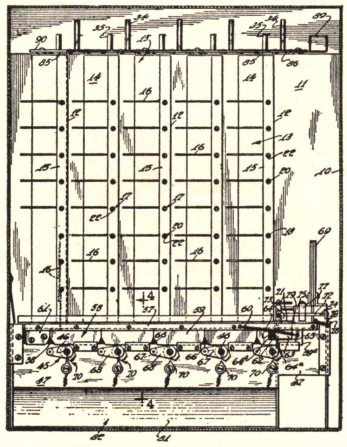
5. A coin controlled mechanism comprising a coin receiving chamber having a fixed wall and a movable wall supported in a yielding manner to accommodate coins of different thickness, a coin entry passage through which bent and deformed coins can be forced into said chamber, means for calipering a coin positioned in said coin receiving chamber, means for operating the mechanism in accordance with the diameter of the inserted coin as determined by said calipering means, and means controlled by said operating means for moving said movable wall away from said fixed wall to an extent greater than the thickness of any coin insertable through said coin entry passage to enable coins to be released into the coin collecting chamber.

121,005
DESIGN FOR A VENDING MACHINE
Russell Wright, New York, N. Y.
Application February 5, 1940, Serial No. 90,025
Term of patent 3½ years



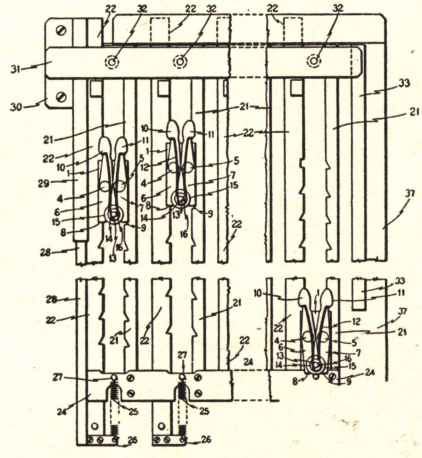
The ornamental design for a vending machine as shown and described.

2,203,834
VENDING MACHINE
George P. Mergens, Manitowoc, Wis., assignor, by mesne assignments, to U-Need-A-Merchandiser, Inc., Brooklyn, N. Y., a corporation of New York.
Application February 26, 1938, Serial No. 192,724. 6 Claims. (Cl. 312—94)



1. Apparatus of the character described comprising a magazine structure, a series of vertically spaced, article supporting members having pivotal portions at one side thereof supported by said structure and being disposed in the magazine thereof, said pivotal portions at one end of the supporting members having vertically directed supporting portions, latch members pivoted centrally thereof upon said supporting portions in offset relation to the pivotal axis of said supporting members, co-operating members upon the structure adapted to be engaged by said latch members at corresponding sides of the pivots thereof for locking said supporting members in position, springs connecting said latch members at opposite sides of the pivots thereof with said supporting portions for maintaining said latch members engaged with said co-operating members, and means movable transversely of said pivoted latch members for tripping the same to successively release said supporting members.

2,203,847
DISPENSING MECHANISM FOR VENDING MACHINES
Louis Steiner, New York, N. Y., assignor to U-Need-A-Merchandiser, Inc., Brooklyn, N. Y., a corporation of New York.
Application October 29, 1938, Serial No. 237,618. 7 Claims. (Cl. 74—111)



1. In apparatus of the class described, a traveling element of the type arranged to be advanced step by step and to be slidably guided on notched rails, said element having pivoted members the lower ends of which are normally maintained distended under tension and arranged to engage the notches of said rails to prevent retrograde movement of said element, the upper ends of said members being normally closely approximated to each other and arranged to be wedged apart to effect disengagement of said lower ends from said notches; and manually controlled means provided with an element arranged to engage and to wedge apart the upper ends of said members, said means being slidably carried on said apparatus and arranged to be reciprocated for resetting said first named element at initial position on said rails.

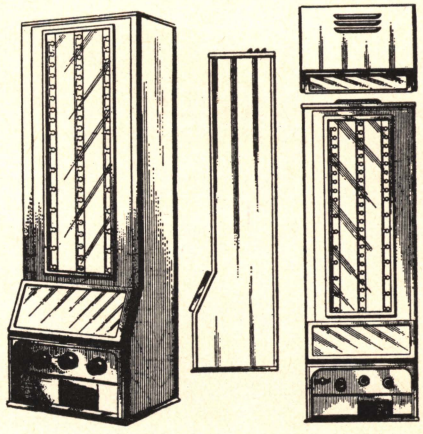
2,204,853
COIN OR TOKEN HANDLING APPARATUS
Emil Goodman, Chicago, Ill., assignor, by mesne assignments, to James E. Johnson, Chicago, Ill.
Application January 6, 1936, Serial No. 57,725. 9 Claims. (Cl. 194—10)

1. In a coin or token handling apparatus, the combination of a plurality of coin magazines, a common coin ejector movable between a position in which it receives coins or tokens from the magazines and a position in which the coins or tokens are discharged from the ejector, and a shutter movable below said ejector to prevent coins or tokens from one magazine from being discharged from the ejector while permitting free discharge from the ejector of coins or tokens from another of the magazines.

2,204,845
VISIBLE COIN SLIDE STRUCTURE
Arvid Dahlstrom, Chicago, Ill., assignor to James E. Johnson, Chicago, Ill.
Application June 24, 1938, Serial No. 215,557. 2 Claims. (Cl. 194—98)

1. A coin slide structure comprising a casing adapted to be attached to a wall of a cabinet with portions disposed at each side of said wall, a coin receiving passage in said casing extending from the outer to the inner portion thereof, a second coin passage having intake and outlet ends located inwardly of the wall and an intermediate portion provided with a coin exhibiting opening located exteriorly of said wall, reciprocable means in said first passage for transferring inserted coins inwardly of the same into the intake end of said second passage, and means pivotally secured to and operable by said means for moving a transferred coin into a position of visibility into said intermediate section on the return stroke of said reciprocable means and progressively along said sight opening in said passage to the outlet end thereof during succeeding strokes of said means.

121,181
DESIGN FOR A VENDING MACHINE
Harry S. Benjamin, Poughkeepsie, N. Y.
Application April 15, 1940, Serial No. 91,680.
Term of patent 14 years



The ornamental design for a vending machine, as shown.

Ser. No. 431,673. Beverage Vending Machines, Inc., Kansas City, Co. Filed May 8, 1940.

"Roulette"

"ROULETTE"
For Beverage Vending Machines.
Claims use since Apr. 9, 1940.

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Stoner DOUBLE FEATURE
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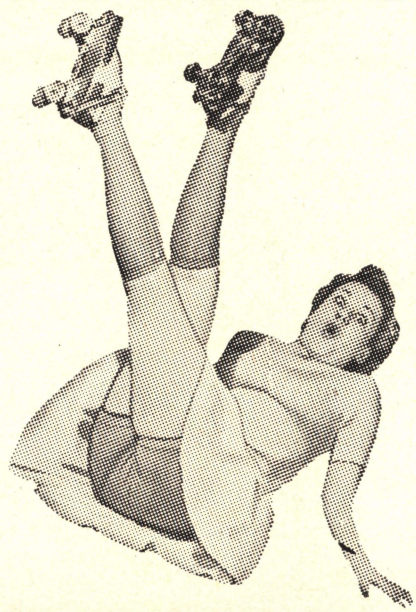

USED BARGAINS

Avalon	Davy Jones	Punch
Bally Beauty	Ducky	Red Hot
Bang	Flagship	Side Kick
Big Six	Home Run	Sporty
Big Town	Jolly	Super Six
Cadillac	Lancer	Topper
Chevron	Nippy	Triumph
Chubbie	Pick 'Em	Variety
Commodore		

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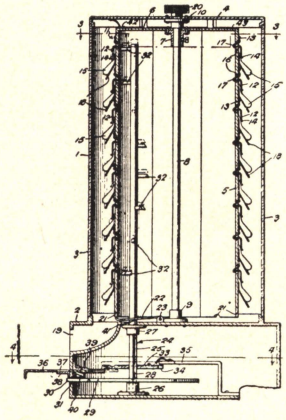
LONG BEACH COIN MACHINE COMPANY

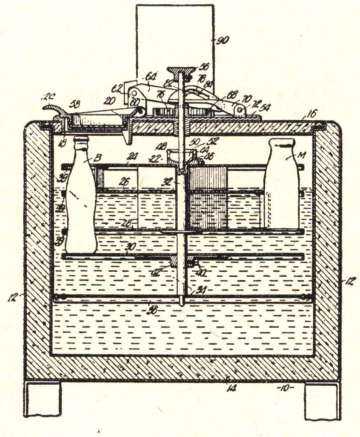
1628 E. ANAHEIM Phone 722-64 LONG BEACH, CALIF.

2,208,298
VENDING APPARATUS
Benjamin S. Mahaffey, Chicago, Ill.
Application April 11, 1938, Serial No. 201,459
8 Claims. (Cl. 312—95)



1. Vending apparatus comprising a carrier having a plurality of releasable means for holding items of merchandise, said means being arranged in vertical series, which series are disposed in circumferential relationship about a vertical axis with the corresponding positioned holding means of each series being in common horizontal planes, means for rotating said carrier to bring any selected series of holding means into operative relation with respect to a discharge point, releasing means comprising a rotatable and reciprocable member perpendicularly intersecting said horizontal planes, a series of tripping elements on said member extending laterally therefrom and longitudinally spaced at distances equal to the distances apart of said horizontal planes, said tripping elements being arranged so that no two or more are in vertical alignment, the paths of rotation of said tripping elements intersecting a vertical line passing through such series of releasable holding means as may be in operative relation to said discharge point, said member being normally in a position of reciprocation in which said tripping elements are out of said horizontal planes, means for rotating said member to bring a selected one of said tripping elements into said vertical line, and means for reciprocating said member axially to bring the selectively positioned one of said tripping elements into engagement with the corresponding holding means of said series.

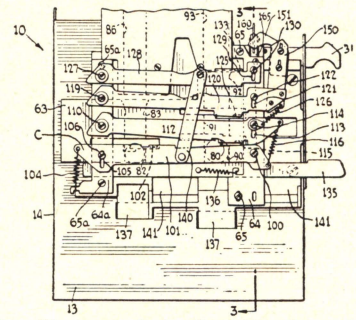
2,207,820
BOTTLE VENDING MACHINE
Carl V. Rice, Parsons, Kans.
Application Feb. 17, 1938, Serial No. 190,974
1 Claim. (Cl. 312—36)



In a machine of the character described a container having a dispensing opening in the top thereof; an article container mounted for normal free rotation on a spindle in said container; an operating rod operatively interconnected with said spindle and extending outwardly from said container, whereby it may be manually operated to rotate said article container to selectively positioned articles carried on said article container in alignment beneath said dispensing opening; a closure member hinged to said container and normally secured in closed position with respect to said dispensing opening; coin control means operable by said closure member during the first portion of its movement toward the open position to first release said closure member and to secure said operating rod against movement; and means associated with and operable by said first named means to prevent the closing of said closure member until it has been first moved to a predetermined fully open position.

2,207,902
MACHINE FOR VENDING ARTICLES STOCKED IN A PLURALITY OF CHUTES
Louis Steiner, New York, N. Y.
Application July 29, 1938, Serial No. 221,927
7 Claims. (Cl. 194—57)

1. In a vending machine, a plurality of reciprocable draw bars for dispensing articles from chutes, coin controlled means to lock said draw bars against movement, said means including a movable member, means for moving said member upon pulling any of the draw bars, a plurality of locking members engaging said movable member to hold the same against movement, and hence prevent any draw bar from being pulled, means to move said locking members out of locking position relative to said movable member, upon insertion of a plurality of coins into the machine,



and pulling any of the draw bars forwardly to permit said movable member to be moved, and means operatively connected to a group of one or more of said draw-bars, to move one of said locking members out of locking position, whereby to permit said movable member to be moved upon pulling one of said group of draw bars. ◆

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WELCOME AMERICA'S LATEST PROFIT SENSATION:

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A new Counter bell with the familiar cherry fruit reels, paying out automatically FREE PLAY tokens on all customary combinations.

The kind of counter bell you have always hoped for, giving you tremendous profits on all locations, completely safeguarded by the certified token payout system, originated and perfected by Groetchen Master Craftsmen.

Available in straight Penny and straight Nickel Play.
NEW UNIVERSAL COIN CHUTE, changeable from 5c to 1c. The only kind which is cheatproof against all known methods.
LARGE BAKELITE HANDLE gives feather-touch ease of operation.
LARGEST CASH BOX CAPACITY, cash separated from mechanism.
PRECISION MECHANISM, clock-controlled, equipped with safety lock on payout device original with Groetchen.
PAYOUT TYPE OR CONCEALED PAYOUT.
LATEST STYLE TWO-TONE HAMMERLOID FINISH, attention getting colors.
FULLY GUARANTEED AND BACKED by the famous Groetchen organization, largest builders of counter games in the world.
See your nearest jobber for immediate delivery on Liberty.

GROETCHEN TOOL CO.
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Philadelphia

ARCADES GETTING HEAVY PLAY . . . HIGH POINT OPENS NEW SET-UP . . . NEW MEMBERS JOIN PHONO GROUP . . . AMI RETIRES FROM PHONO OPERATING . . . TAX ORDINANCE WATCHED

By Harry Bortnick

PHILADELPHIA (RC) — During the past month we have visited several of the leading Arcades in Philadelphia, Atlantic City, Willow Grove, Woodside and nearby seashore resorts. Headliner at most of these spots seems to be the anti-aircraft and rapid fire guns with ray guns running a close second. Novelty tables and bowling games are also getting a good play. Marty Mitnick, Sam Lerner, Louis Sokolove, Andy Foster, Bill Rodstein and Cy Glickman are a few of the operators running Arcades this season.

One of the neatest record shops in the East is the one opened in late July by the High Point Amusement Company. Every modern convenience is embodied in the new set-up and Maurice Finkel and staff are to be congratulated on their enterprise.

Mazeltov to operator Ben Hankin who is the proud daddy of a baby girl. Diane is the name of the new 8 and one-fourth pound newcomer. Hankin was formerly treasurer of the Philadelphia Coin Machine Operators' Association.

Harry Bortnick

Sam Litt is not a bit sorry he entered the coin machine operating game a year ago. I'm only sorry I didn't do it long before is his lament. Sam further states if he has nine more years of expansion equal to his first year in the business he'll not have much to worry about thereafter.

Harry Rubin has placed a large number of his Vibro-Foot machines around the city. Harry claims he is getting a fine collection from his machines. In addition he has fifty of his machines at the New York Fair.

Newest member of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey is Raymond Bernhardt. He was previously a partner of Charles Young and purchased a part of Young's route before joining. Quaker City Amusement Company is his trade operating cognomen.

AMI, one of the largest phonograph operating organizations in the East, has retired from the operating business and sold its machines to former employees. The Philadelphia routes were sold to Thomas Brett, Herbert Sheward and Harold Reese, each of which joined the local Association. Clinton Clarkson secured some AMI locations in the West Chester sector.

Back in Philadelphia after a month's vacation in Florida is Robert Harper, former

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AMI office manager. Harper didn't enjoy the glories of home long for he was promptly rushed off to the Municipal Hospital for a 30-day visit with a case of scarlet fever.

William King, operating as the Quaker Vending Company, has opened fine new offices at 5241 Oxford Avenue. To top the list King has also moved into his new home which we understand is a real showplace.

Back at his original headquarters in the Madison hotel is Morris "Reds" Margolis.

AMI has picked the Washington Square Building for its central studio on its telephone music installations in the Quaker city.

Operator William Granoff has opened a new Arcade called the Playland at 224 North 8th Street.

Keystone Manufacturing Company has taken over the exclusive representation for Mills phonographs in this area and Tippy Klein and Mike Carpin, of Reading, have surrendered their sub-distributorships.

The Phonograph Association is keeping a close check on an ordinance introduced in the City Council to place a tax on all phonographs in the city. The Council has adjourned for a summer recess until August.

A joint meeting of the various chapters of the Phonograph Operators' Association was held at the local offices of the organization July 11th. Representatives of chapters in Wilkes-Barre, Harrisburg and Newark were on hand to take part in the discussions.

"A man without a bed" was Jack Nelson, of Rock-Ola, when he blew into town during the Republican Convention. Jack couldn't find a hotel so skipped within a few hours. ◆

Skill Shot, Zoom Twin, Is Released

CHICAGO—Called the timeliest counter game of the present season, Groetchen's Zoom is daily conquering new territories, where its many desirable operating features make new friends, reports the firm.

According to Groetchen officials: "The skill features of Zoom plus the realistic war scene, showing a bombing attack upon an enemy fleet, makes Zoom an immensely popular game with players. Awards being partly in free balls and partly in cash greatly increase the operator's share of profits.

"Now Zoom is to have a companion game called Skill Shot," they announced. "Based upon the popular sport of archery, Skill Shot shows a number of beautiful girls shooting at a central target. Whenever a ball enters a hit pocket three additional balls are released for free play at the same time the hit is registered on a recording target dial. When 15 hits have been scored the game automatically pays out an award token good for cigarets. At any stage of the game the player can see how many hits he has already scored and how many additional hits he requires for obtaining award token.

"This build-up award system, again an original Groetchen feature, holds players fascinated, as they are reluctant to quit playing until an award has been secured." ◆

• •

"We have an office boy who whistles while he works."

"You're lucky. Our office boy just whistles." ◆

• •

"How was your speech received last night?"

"Well, when I sat down, they said it was the best thing I ever did." ◆

Long Beach Merchants and Operators Form Mutual Protective Association

LONG BEACH—A new organization composed of retail merchants of the City of Long Beach and marble game operators was formed at a dinner meeting held at the Hilton Hotel on August 7th. More than 85 merchants in diversified fields of retailing met with the operators and selected the title of Press Club as a temporary name for the new group.

Purpose of the organization is to promote and protect the mutual interests of all members. All of the merchant members have marble games in their places of business and through membership in the Press Club are pledged to aid the operators should help be needed to preserve the operation of the games in the city.

The following nine men were selected to comprise a Board of Governors: M. M. Oliver, liquor store owner; Harry Firesteine, cafe owner; H. J. McMannus, druggist; Emmett Baker, tavern owner; Lloyd Barnes, marble game operator; Ted Jakeman, druggist; Dr. Creeden, druggist; O. L. Sinclair, drive-in owner; and Sam Shoor, tavern owner.

Entertainment during the evening consisted of several acts of high class vaudeville with The Three Maestros taking top honors. This talented trio will shortly record "Honey Chile" and "You Know I Do," two originals by Dell Wilson.

It is planned to hold monthly dinner meetings in the future and the Board of Governors will determine the location for the September meeting. ◆

St. Louis

(*Continued from page 32*)

achieved has been responsible for several similar installations in the city. Waltz tunes have proven themselves particularly popular being used in this way.

Robert Latimer

The Associated Phonograph Operators of St. Louis met July 17th in the Balensiefer Building on Market Street for their regular monthly meeting, with several important considerations on tap. Chief among these was a new agreement and approval of the IBEW regulations for Missouri, recently changed to conform with new business. Also important was the resignation of Martin Balensiefer, who has been executive secretary and business manager of the group for the past two years. "Just haven't got the time" Balensiefer explained his reasons, pointing out that operation and distribution of Wurlitzer products has kept him busy until late hours so far this summer. Ed Fisher will take over his duties, in addition to those of business representative for the music group. A study was made of phonograph expansion during the meeting, which showed that the largest number of machines in history are in operation in St. Louis today, and in the most variant types of locations. Counter models and wall-box installations have made beauty shop, cigar store and other small spots worthwhile.

After the meeting there was a Dutch Lunch and smoker—one of the most pleasant meetings of the year.

The long awaited joint picnic of the Associated Phonograph Owners and the Missouri Amusement Machine Operators' Association, twice postponed through hot weather and the Chicago meeting in July, was held July 28th at Lee Turner's clubhouse and summer vacation spot on the Meramec river south of the city. Joint hosts were Turner, Lou Morris, president of the amusement machine group, and Dewey Godfrey, legal counsellor for both associations. About 100 operators, distributors and their families attended the joint get-together. On the program was a full day of amusement, including everything from swimming to softball, golf, badminton, races, and horseshoe pitching. In the evening Turner presided over a barbecue and dance. This year's picnic came much later than the 1939 model, but was equally well enjoyed.

Jack Beckman, who recently dissolved his partnership in the Automatic Phonograph

——— *TURN PAGE* ———

A NEW CATALOGUE
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For the first time in any industrial catalogue ATLANTIC INDIA RUBBER has devoted a special section to the needs of COIN MACHINE MANUFACTURERS. Hundreds of new items may be purchased from stock at substantial savings. Whatever your needs—BUMPERS—BUSHINGS—ROLLS—EXTRUSIONS—GASKETS—GROMMETS—WASHERS—RINGS—SHEET SLAB—SPRINGS—VACUUM CUPS, etc., are illustrated in the new 1940 catalogue. This catalogue is yours for the asking. No obligation.

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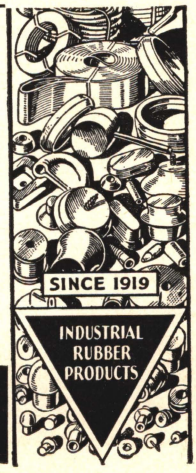

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ONLY 5"x 7"x 8"
—AVAILABLE IN 1c or 5c PLAY—
FRUIT OR CIGARETTE SYMBOLS

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Corporation with Fred Pollnow, has gone into a new partnership with Walter Gummersheimer in the newly formed Public Sound Service, which will specialize in amplified music for dances and outdoor affairs. Beckman will continue his phonograph operation under his own name, with routes through every part of the city, as an independent. Fred Pollnow, with over 600 phonographs, remains as still the largest operator in the midwest.

Another change was dissolving of the partnership of Wiley Richards and Bill Lorhman, county operators with routes surrounding St. Louis southern residential districts. Richards has gone to Alton, Illinois, where he will open a new phonograph company, and Lorhman remains in University City, Missouri.

Operators are still grinning through August over the novelty weekend trip which Martin Balensiefer, Wurlitzer operator, and eight friends, all members of the Optimists Club, lived up to their name by renting a trailer and going on a weekend tour in the southern part of the state in it. While the trailer bumped precariously along uncertain roads, Balensiefer and his friends played contract bridge and cooled off with beer. Over the whole trip, the group was scarcely out of the trailer, and managed to make the trip successfully by using a heavy truck for motive power.

According to Pete Brandt, Wurlitzer distributor and operator for downtown St. Louis, there has been no time in his remembrance when operators were so busy as during this summer. Proof of the fact may be had by noting that although the summer is on the wane, almost no ops have taken time out for a vacation of any sort. Bill Marks, blond "kid" operator, has been proposing a trip to Minnesota for weeks, but cannot make it until business slacks off. Bob Coe, who runs a string of Mills machines in the northern part of the city, snatched a week away for fishing in the Ozarks, and directed his business by long-distance telephone daily while there.

Ed Eller, Wurlitzer operator, is blissfully feeling the elevation of fatherhood these days. Mrs. Eller presented him with a nine pound baby boy early in July.

St. Louis music men welcomed Larry Cooper, Wurlitzer district manager in Illinois, Michigan and Missouri, to St. Louis late in the month on his first official trip to the city since he replaced Wilbur Bye, who shifted to the West Coast last month. Cooper called on all phonograph operators, and congratulated them on the excellent record of the year. He will continue to headquarter in Chicago.

Visiting St. Louis to buy 11 new Rock-Olas, operator Phil Hanna of East St. Louis, Illinois, announced that he has bought the routes and all locations of Lorenz Williams, rural Illinois operator, who died last month following an attack of pleurisy.

Another visitor to the Associated Phonograph Operators headquarters was Ralph Denton of Cuba, Missouri, who has so far this year recorded one of the largest expansions of any operator in the state—increasing his string from 30 machines to 130 in one year. Business in Cuba and surrounding towns has grown sufficiently to allow this, Denton informs, and there has been a commensurate demand for more and newer pintables.

Newest firm to enter the phonograph field is the Royal Novelty Company at 1528 Market, headed by Sam Singer, making his first venture into the business. With a modern, attractive office done in black and silver, Mr. Singer has added an eye-pleasing note to "Coin Machine Row" along Market Street. Sam immediately subscribed to the REVIEW; proof that he's on his toes.

Betty Balensiefer, daughter of Mr. and Mrs. Martin Balensiefer, is spending two months at Rollinsville, Colorado, in summer camp.

The pinball field is equally active, with the accent on new tables one of the outstanding notes. Most of the boys were on hand at the Turner picnic, with the exception of Jimmy Carmody, still ill in the hospital, where he must remain for another six weeks, according to Mrs. Carmody.

Jack Rose, route manager for Ideal Novelty Company, has returned to St. Louis after several weeks in Little Rock, Arkansas, where he got off to a belated vacation. Carl Trippe, Ideal's energetic president, will head for California during August, driving his new Buick.

Bill Wieniske, pintable and vending machine operator, is in Minnesota for two weeks. He sent back a disgusted letter to friends reporting that the heat if anything was worse in the resort land than St. Louis.

A real disappointment has cast gloom over the members of Abe Jeffer's Cigarette Merchandisers group. The supreme court at Jefferson City, after a 35,000 name petition for repeal of the two-cent tax on cigarettes had been presented to them by tobacco associations and grocers groups in St. Louis, upheld the constitutionality of the tax finally. Thus, the two cent tax will continue to keep operators up late at night. With the new federal tax, cigarettes are now 17c in all machines, and contain three pennies under the cellophane wrapper which the purchaser receives after depositing 20c. ◆

PACIFIC Northwest

MR. "X" BIDS ADIEU . . . MILLS LINE TO HEBERLING . . . HEROUX LICKS ARCADE GAME SHORTAGE . . . STEPT LOSES TONSILS.

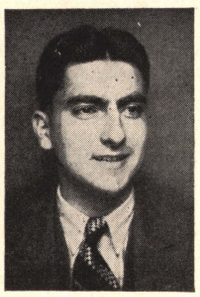
By LOUIS KARNOFSKY

SEATTLE (RC) — We're lucky to be back on this page. After reading Barbara (Guest Columnist) Nafsted's scintillating column last month, we had a deep and dark suspicion that the editors would ask her to be their guest twelve issues in the year.

But here we are, again straddling a typewriter for the good old REVIEW. While your correspondent was lolling around the beaches acting as a sponge for Ol' Sol, newsy events were blossoming along Elliott Avenue and we had to step fast and lively to catch up with Pop Progress. Haul out the headlines, Mr. Typesetter, while we relay the latest:

MR. "X" FORMALLY RESIGNS FROM THE COIN MACHINE ORGANIZATION WHICH HE HEADED AND ACCORDING TO WELL-FOUNDED REPORT, ACCEPTED A LUCRATIVE STATE JOB. The famed song, "God Bless America" will probably undergo a change in the State of Washington very shortly. The new title will probably be "God Save the State."

HEBERLING BROTHERS ARE APPOINTED DISTRIBUTORS FOR MILLS PHONOGRAPHS, WITH CARPENTERS, PLUMBERS, PLASTERERS, AND PAINTERS SLASHING AWAY AT TOP SPEED TO MAKE ROOM FOR NEW STOCK. Local hardware firms were called upon to furnish large quantities of reinforcing steel ladders, tonnage-tested planks and weight-resisting scaffolds as Chief Constructionist Rudy Peterson and his 250 pounds of beef severely strained existing accommodations.



Louis Karnofsky

JOB IN SEARCH FOR MAN. Dapper George Schnabel, mustachioed head of Coin Machine Parts & Service was searching under pin balls, eight balls and even screwballs in an effort to land a topflight mechanic to meet a terrific upsurge in his business that is keeping him on his feet until midnight daily. So desperate was the situation, that Dapper George offered Jack Howlett, the Northwest's No. 1 mechanic, a partnership in his firm. But Jack isn't rated No. 1 because of the way he parts his hair. He's in such demand that he could probably use another mechanic, too.

RON PEPPLE'S 1940 DODGE IS SMASHED INTO AND FIFTY DOLLARS IN PHOTOGRAPHIC EQUIPMENT STOLEN. A camera in the hand is worth two in the car, eh Ron?

KEN SHYVERS SETS RECORD FOR THE FASTEST VACATION IN THE NORTHWEST'S HISTORY. Ken's trip ran like this: Left by air for Los Angeles on Friday morning. Arrived in afternoon and went into a huddle with manufacturers and Pacific Coast representatives. Kept huddling until Bud (One Above) Parr tore him away for a fishing trip to Catalina. Barracuda were snagged up in zipped-up fashion, two sackfuls being landed. Then dinner, entertainment, more conferences, a return flight to Seattle. And Ken reported for work bright and early on Monday morning.

IRVING STEPT HAS TONSILS EJECTED. For two days after, "Staccato" Stept, the quick-word artist, became "Silent" Stept. Ain't surgery wonderful?

LES TOBEY, DECCA ACE, IS NAMED RESIDENT MANAGER OF PORTLAND AND VICINITY. A well-earned promotion, too. With Tobey in Portland and Andy Huffine hitting the high spots around Seattle, Decca's interests are in capable hands.

The arcade man who stands at the side of his decrepit, dilapidated, antiquated equipment and cries in anguish at the way the public is deserting him is getting no sympathy from Earl Heroux. When Heroux found that the dead-end games of the past were not pulling in the pennies, he jerked the mechanisms out of them and built new modern cabinets with different principals of play and appeal. For example: When he realized that play on the foot oscillator was slow because of people's embarrassment at taking off their shoes, he changed the machine into a hand oscillator and slapped on a bright new finish. Pretty clever, eh Emma? When he discovered the manufacturers were not turning out some of the equipment he deemed necessary to maintain arcade play at a minimum, he hired a live-wire inventor, technician, and radioman to build attention-inviting games. Example: After three and one-half years of planning and experimenting, Bob Seymour has applied the finishing touches to a piece of equipment that should gang up traffic and spill 'em in the aisles. It's an accordion-playing gorilla, 36" high, that must be seen to be really appreciated. Besides requiring the manufacture of hundreds of intricate parts, it took the patience of a Job, the inventive genius of an Edison and the imagination of Edgar Allan Poe to build and perfect. The old adage about not being able to keep a good man down still holds good. But in the arcade business, it's pretty hard to find a good man.

To name all of last month's changes would crowd out too many other features in this magazine, but here are some recent quick switches: Darwin Fowler, formerly of Evergreen, is with Western Distributors; Randy Norm, last month with Cy Morgan —this month with Van Booth; Gale Thompson, last week with Tig Leamer—this week operating on his own; Morrie Dickinson, yesterday operating independently—today on the roll of Tig Leamer. And so it goes—the operators operate; the mechanics move.

COININGS ON THE CUFF— A sign over a pinball game in a local cigar store: "Silence! Genius at Work" . . . Title of Tommy Dorsey's best disc seller which is adding up to a lot of back-orders for the Victor people: "I'll Never Smile Again." And neither will Victor if stock replenishments don't arrive soon . . . While on the subject of the Whirling Waxes, very few records of the past three or four years have proved so consistent in popular appeal as the Hoosier Hot Shots. This corner's vote as their No. 1 disc is "Alexander's Rag Time Band" and "Margie" which was first released in the spring of 1937 . . . Out of town phono ops spotted at the record rendevouz spots: Charley Stoner, Wenatchee; Cecil Walrath, Tacoma; J. H. Campbell, Grand Coulee; and E. G. Lewis, Portland.

With circuses, arcades, beach amusement counters, baseball games and other such

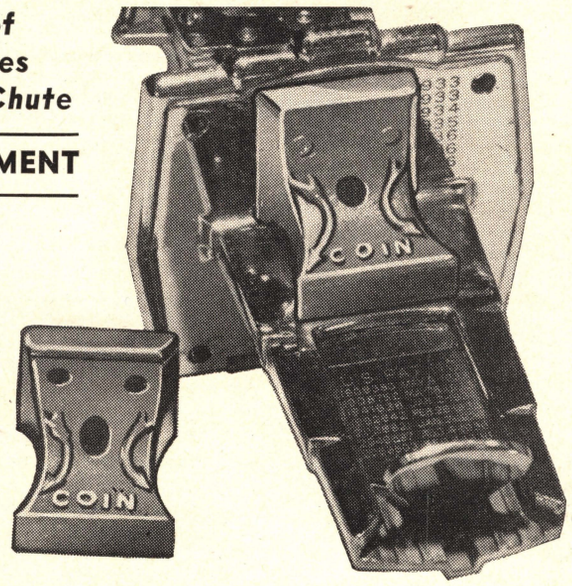
TURN PAGE

STOP CHEATERS!

New Guaranteed "SHIM" PROTECTOR

Prevents Use of Shims and Wires Through Coin Chute

INSTANT SHIPMENT



5 Minutes to attach.
One Solid Piece.
Proved on 1,000 Locations.

IMPOSSIBLE TO CRACK OR BREAK. CAST OUT OF SOLID BRASS.

Sample	**$1.25**	**Lots of 25**	**.80**
Lots of 10	**.95**	**100 or more**	**.75**

Full amount with order 10 or less. One-third on larger orders.

UNITED AMUSEMENT CO.

3410-12 Main St. **Kansas City, Mo.**

VOCA-TELE
WIRED MUSIC
1107 NO. HIGHLAND AVE.
LOS ANGELES, CALIF.

outdoor attracters disposing of the golden kernels, we thought summer was the booming season for popcorn; but the Red E Popcorn Company offices in Seattle, who furnish the popcorn for most of the coin-operated poppers in Washington and Oregon, declare that winter is when the corn brings home the bacon.

The Van Booths spent their two-week vacation touring Yellowstone National Park . . . Mechanic Pat Malone, the Row's eighth wonder of the Northwest has been spending most of his time banging up his '40 Plymouth and repairing it. Pat is thinking of naming his lizzie "Lover's Delight" because of the intimate way other cars have of snuggling up to him.

Chortling in delight over another incoming carload of Rock-Ola phonos at Northwest Sales was George Murdock, West Coast District Manager . . . Louise Chappelear, an appealing French lass, is Earl Heroux's new office manager. ◆

Perkins Back At Buckley Desk

CHICAGO—From now on somebody else can prune the trees in the Perkins back yard. At least that's the sentiment expressed by H. R. Perkins, Buckley advertising manager, who returned to his position on August 5th after a 10-week self-inflicted vacation taking care of a leg broken in seven places.

Perkins decided to tidy up the back yard a bit and prune the trees. Now pruning trees is slightly different than writing ads and Perkins didn't prove any too successful at pruning as evidenced by the 7-place break.

With aid of a crutch and cane, however, he is again able to be back on the job. ◆

Business Booms For Monarch Coin

CHICAGO—"If this keeps up we're going to have to redouble our floor space," said Al Stern of Monarch Coin Machine Company in commenting on the rush of business in evidence at their establishment.

"We anticipated a heavy summer season but the boys really fooled us," he continued. "Each day seems better than the day before and games are coming in and going out like fury. However, Monarch stocks were never larger and at the present time operators can select from more than 1200 novelty tables in our warehouses." ◆

WANTED

A PROVEN PRODUCER WHO KNOWS THE VENDING MACHINE OPERATORS IN LOS ANGELES AND VICINITY . . . TO SELL THE DU GRENIER ADAMS 1c GUM VENDOR ON A COMMISSION BASIS. WRITE — THE G. V. CORPORATION, 33 WEST 46TH STREET, N. Y., N. Y.

Bargain Mart

5c PER WORD, MINIMUM $1.00

No General Delivery ads accepted. Send copy, with remittance to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, California

SLOT MACHINES REPAIRED
Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: CItrus 1-1093. (SS-C)

WANTED
Scales and other vendors. Write us description and price immediately. SILENT SELLING CO., Marion, Ind. (9-40)

WANTED FOR CASH
All types of used vending machines. State lowest price, condition and quantity. ASCO, 383 Hawthorne Ave., Newark, N. J. (TF-C)

A COMPLETE STOCK
of reconditioned vending machines of all kinds at real bargains. Send for list. ASCO, Dept. CMR, 383 Hawthorne Ave., Newark, N. J. (TF-C)

WRITE
for prices on Used Phonographs and Pin Tables. STANDARD SALES COMPANY, South 171-173 Post St., Spokane, Washington. (M-S-P)

CATALOG
Showing 700 Reconditioned Machine Bargains; all types. Write for free copy. STEWART NOVELTY COMPANY, 136 East 2nd South, Salt Lake City, Utah. (JJA-P)

FIVE DOLLARS NOW
May save you five hundred later. Before you invest, investigate thoroughly. Use the proven services of bonafide investigators specializing in coin machine research work. Average fee five dollars. COIN MACHINE ADVISORY SERVICE, Box 61, Los Angeles, Calif. (TF)

CIGARETTE MACHINES
Largest selection used Equipment on West Coast. Thoroughly reconditioned with new factory paint job. Reliability—our password. S. F. MERCHANDISING VENDING MACHINE COMPANY, 156 9th Street, San Francisco, Calif. (5-41P)

NOVELTY TABLES
$5.00 up; Free Plays, $10.00 up; Payouts and Consoles, $15.00 up; Write for complete list. JOHN GOODBODY, 1824 E. Main Street, Rochester, N. Y. (JJA-P)

CIGARETTE MACHINES
"Stewart & McGuire-DuGrenier" 38 Four Column @ $8.00 each. 20 Six Column @ $12.00 each. F. O. B. Chicago. Refinished like new, mechanism perfect. Bargain! Send 1/3 deposit, balance C.O.D. VENDING MACHINE EXCHANGE, 29 West 60th Street, New York City. (A-C)

ONE BALL GAMES FOR SALE
Preakness, $25.00; Derby Day, $15.00; Golden Wheels, Racing Forms, Classics, Western's Winners, $15.00 each. Pamco Royal Races, Pamco Bells, $10.00 each. Bally Arlingtons, Super Zetas (6 ball), $15.00 each. Prices FOB Hanford. All games ready to go on location. LEWIS LEIBEE, 113 E. Cameron Street, Hanford, Calif. (A-P)

FOR SALE
Ten new NAB DINERS, 5 on location. No competition. Ideal with drink machines. Reasonable. MIchigan 5517, or Room 614, 355 South Broadway, Los Angeles, Calif. (A-P)

GOODBODY
has a message for every operator reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. (ASO-P)

"IDENTIFI" YOUR MACHINES
Aluminum plates with your name, address, phone, license, machine numbers. Filled with black enamel. Any lettering within reason. Several size plates. Holes where wanted. Send for sample. "IDENTIFI" PLATES DIV., 1026 South Grand, Los Angeles. Phone PR-1792. (A-P)

TELESCOPES
An income for life. Don't overlook this fertile field. There are telescope locations in your territory. Factory, 1322 Lee, Long Beach, Calif. (ASO-P)

COIN WRAPPERS
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper; 45c a thousand in 25,000 lots, 60c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.00. Belt Pocket, 35c postpaid. HECHT NIELSEN, 1322 Congress St., Chicago, Ill. (ASO-P)

FOR SALE
Used Counter Model 61 Wurlitzers in perfect condition, $89.50. Stands for same, $7.50. METRO MUSIC COMPANY, 280 Golden Gate Avenue, San Francisco, Calif. (A-C)

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Wired Music At It's Best!

Presenting

The King of Melody

NOW AVAILABLE FOR IMMEDIATE DELIVERIES IN UNITS OF TEN, FIFTEEN AND TWENTY

- **Cabinets of unusual beauty in any color desired.**
- **Moving multi-colored illumination adds to beauty of the cabinet.**
- **IMMEDIATE RESPONSE TO YOUR REQUESTS—*even while music is being played.***
- **Positive fool-proof switchboard gives an ease and economy of operation not found in any other wired music units.**
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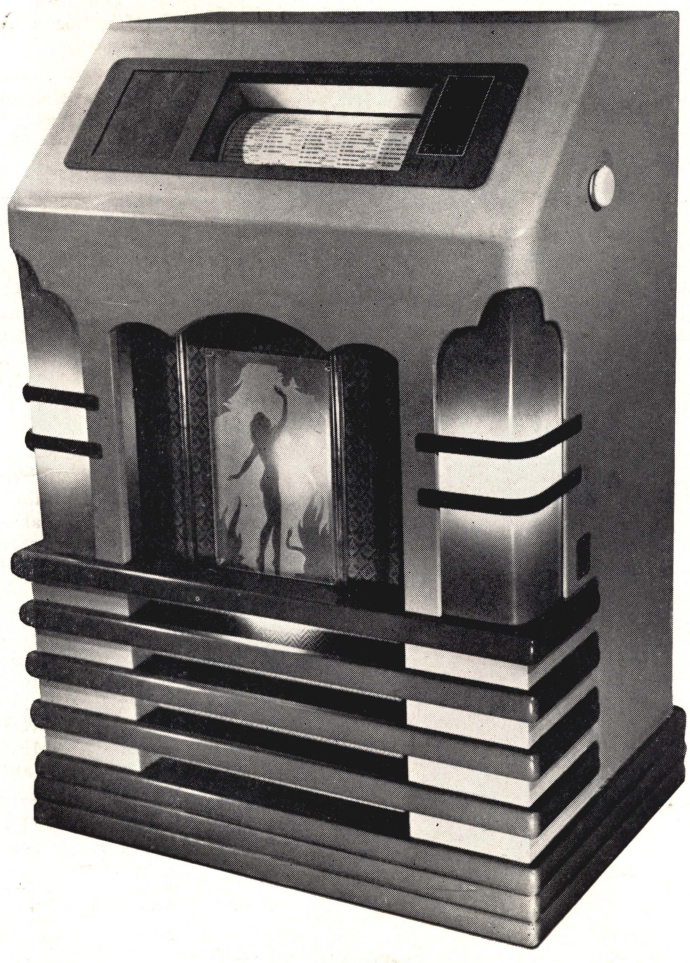
- **The cabinets are designed to appeal to the eye; the central control unit is designed for ease and perfection of operation; the entire unit is designed for maximum profit with a minimum of expense. Proven by actual operation.**
- **All cabinets are equipped with the latest slug-proof mechanism.**



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